

ACUSHNET DOES IT AGAIN

For the Fourth Consecutive
Year the Acushnet Titleist
Proves the Favorite of Players
in the Big Money Tournaments

NEW BEDFORD, MASS., April 18 — It happened in 1947, in 1948, in 1949 — and now it's a repeat performance by Acushnet in 1950. So far this year, Acushnet has maintained its lead over all competition as the ball used by most players in the Big Money Tournaments from the Los Angeles Open at the Riviera Country Club, January 6, through the Cape Fear Open Invitational at the Wilmington Country Club, March 30. Acushnet bases this claim on very careful checks made on each nine and on every day during every tournament.

No One Has Ever Been Paid to Play an Acushnet

This preference for the Acushnet D. T. Titleist results beyond a doubt from two things — quality and performance. Some manufacturers, to be sure, offer inducements to Pros to play their balls. Acushnet, however, has never adopted this practice so that when a Pro plays a D. T. Titleist he does so because he expects top performance.

The Tournament Circuit Pros play for high stakes against big odds. They want and *must have* the best in equipment to stand a chance of cutting in on the prize money. The fact that so many of them play the D. T. Titleist is surely a very strong endorsement for the excellence of this ball — the finest golf ball Acushnet has ever made.



ACUSHNET
GOLF BALLS

MAKING *the* SWING

By
HERB GRAFFIS



THE GOLF NEWS IN BRIEF

This year's National Open would have had the largest entry in the event's 50 year history if all who wanted to get in had mailed their entry blanks and money before the deadline. . . Strange that fellows who can read scorecards so well can't read the numbers on calendars. . . PGA is going to have to pay more attention to the U.S. Junior Chamber of Commerce. . . The Cedar Rapids Jaycees' didn't repeat with a tournament this year. . . They complained that PGA Tournament Bureau didn't handle its end of bills for the Cedar Rapids tournament last year. . . The Ft. Wayne Jaycees roar about not getting adequate star representation in its field for its initial \$15,000 tournament. . . That's all bad business for pro golf. . . Many of these energetic Jaycees become country club presidents. . . Jaycee promotion put the pro tournament players into big business. . . Jaycees now are running the world's biggest golf tournament promotion, their national junior championship, and swing more weight than any other organization in the country in getting new courses built.

Joseph M. Busch, mgr. of a Bank of Manhattan branch, has urged Mayor Wm. O'Dwyer of New York City to add to city's 10 munny courses. . . Busch says present courses far inadequate for New Yorkers who want to play golf. . . Editorial in Redmond (Ore.) Spokesman, under heading "Are You A Slob?," urged construction of a munny course. . . Says a slob is one who gets in a mental and physical rut and playing golf is most pleasant way of keeping out of the rut. . . Oberlin (O.) GC planning new clubhouse.

Ft. Lauderdale, Fla., to have new 18-hole privately-owned course near Plantation homes. . . F. C. Peters heads the job. . . Ft. Lauderdale also to have new munny 18. . . Sec. Victor Moore of local hotel

association says Ft. Lauderdale has lost many visitors because of city's poor golf facilities. . . Seattle, Wash., Associated Boys Clubs and pros in a drive to collect old golf clubs and pass them around to kids. . . Pros are giving kids free instruction. . . George Pratt, Fairway Fanfare columnist of Seattle Post-Intelligence writes: "If you're going to take your golf seriously this year, why not go all out by buying a new set of course-wreckers and turn the old tools over to the young folks who may learn how to use them to best advantage?"

Soquel, Calif., to open Eagle Woods 9-hole course owned by Tom Prescott, late in August. . . Pompano, Fla. planning a \$225,000 18-hole munny course on wartime airport site. . . Lots of increases of munny course fees this year. . . Increased maintenance costs given as reason for the fee rises. . . Haven't noticed many complaints about the small increases. . . Apparently greenkeepers are doing great jobs of keeping the courses in good condition despite heavy play. . . Still plenty of criticism about munny courses being overcrowded and long waits for starting time.

Homer Abney, gkpr., and Guy Manley, pro, credited by Park Commissioner Gogerty, in Don Sulhoff's Danville (Ill.) Commercial News column, as making Harrison Park munny course one of state's finest. . . Abney is on green rebuilding program. . . Midwest PGA considering changing name to Heart of America PGA, according to Kansas City, Mo., Star. . . George Shipley and wife have taken over Cottage Grove (Ore.) GC.

Again we're saying, "Gosh how those kids grow up!" . . . Ruth Elizabeth, daughter of Ed and Ruth Dudley, married to Henry Lowrey Stull at St. Paul's Episcopal church, Augusta, Ga., May 20. . . A sweet and beautiful lass, that little Ruth. . . All happiness to her and the groom. . . Like the rest of us he'll learn to like being on the leash. . . Ain't bad at all when you get used to it.

That \$400 pay-off on insurance to set them up in the locker-room after making an ace seems to be helping the bar sales a little. . . Liquor business sure needs the golf club business and influence now with the dry heat getting stronger. . . If the grog barons paid as much attention to getting and staying in right with the golf business as they do to tying in with the gorillas who control the night club and saloon business, pious advertising copy about temperance might carry a little weight.

Corbin (Ky.) CC to build clubhouse. . . Pocatello, Ida., building new 18-hole course and fine clubhouse as City Development Co. enterprise. . . Richard A. Hunphreys new mgr., Cobleskill (N.Y.) G&CC.

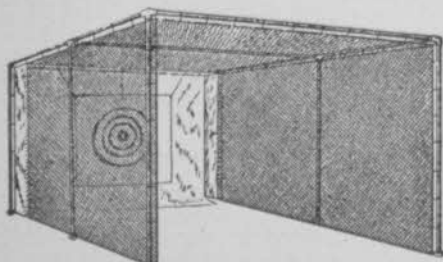
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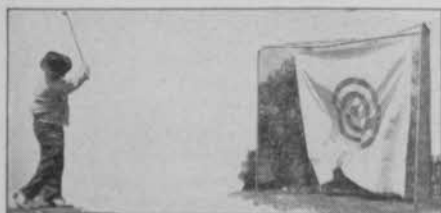
*An ideal spot for warming-up before
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THE EDERER "INVINCIBLE"



"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.

THE EDERER "PORTABLE"



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.

Write for folder and price list.

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Invincible Sports Nets

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... Washington (D.C.) District Recreation Board asks supplemental appropriation of \$275,000 to buy out S. G. Leoffler, now operating district's public courses under one year lease from Interior Dept. ... If appropriation is approved by Congress Recreation Board will hire a director of golf operations.

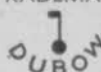
Worcester (Mass.) Parks and Recreation Commission turned down a proposal to charge pro Walter D. Cosgrove for operating golf shop concession at Green Hill course. ... Cosgrove has been pro there for 25 years. ... One commission member said charging the pro for his work for city's golfers would be like charging the city manager for holding the city manager job. ... Los Angeles City Dept. of Recreation and Parks considering raising \$1,000,000 for new public courses by earmarking increased fees for new course construction.

Chelan, Wash., Chamber of Commerce planning to build public course. ... H. F. Krimendahl, pres., Stokely-Van Camp, Inc., Indianapolis canning company, has bought 9-hole Ken-Ver course near Indianapolis. ... Russell Stonehouse, former pro, now with Stokely-Van Camp, will supervise Ken-Ver operation. ... Central City (Neb.) GC leases land for new course. ... Dallas, Tex., officially opens



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PRECISION-BUILT GOLF CLUBS
GRADUATED GOOSE-NECK IRONS
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COMPLETELY NEW**

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DISTINCTIVELY STYLED**

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MEN and WOMEN GOLFERS**

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Makers of the New**

**DUBOW H. C. — SUPER 803 COVER
GOLF BALL**


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WINGFOOT Garden Hose**

Tested at more than 12 times average city water pressure. Won't kink or snarl, extremely flexible and lightweight. Ask your dealer for details.

BETTER GREENS PROTECTION

—Emerald Cord's rounded-rib, emerald-green cover won't scuff, cut or mark greens

LONGER LIFE

—Rayon reinforcement gives it greater resistance to pulling, greater strength; cover is sun-, abrasion- and weather-resistant

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Seventy per cent of men playing Kenneth Smith clubs shoot in the 70s. The national average — all makes of clubs — is only $2\frac{1}{2}\%$ (according to an impartial, national survey). The reason is easy to discover — Kenneth Smith clubs are handmade to fit your customer's measurements, scientifically matched and all clubs in a set identically swing-balanced. No other clubs are so matched and so balanced.

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Golf Club Lacquer, Adhesives, Form-a-Coat, Grip Conditioner, Buffing and Bench Supplies, Official and Lorthymic Scales, Stain & All Shop Supplies

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Hand made to fit You
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Thomas J. Hilliard Memorial 9-hole public course. . . Exclusively for Negro play. . . Leo Shead, pres., Dallas Negro GA, says course already has interested many Negroes in the game.

New 9-hole course built by Chamber of Commerce at Cedar City, Utah. . . Walter Grego leaves as mgr. of Bayside Links (NY Met dist.). . . Charles G. Meyer for whom the late Dr. Alister Mackenzie designed and built the Bayside course, died recently of a heart attack. . . Carmen (Okla.) course reopened after wartime shutdown. . . Indian Lake GC, Manistique, Mich., building new clubhouse. . . Clarence F. Plowman now in charge of Northwood (Ia.) CC course and clubhouse. . . Pontiac, Mich., muny course makes men's and women's rental sets available now. . . Los Altos (Calif.) G&CC opens 9-hole addition and new lockerroom.

Oakland Hills CC (Detroit dist.) altering tees to make course over 7000 yds. for 1951 National Open. . . Weiser (Ida.) opens new 9-hole watered course. . . Earl Davis and wife are operating the course. . . Charles Gill is conducting golf classes as part of city's recreation program. . . Shelton-Bayshore GC, Shelton, Wash., building new clubhouse.

Bob Cheshire, Saratoga Spa (NY) GC pro and pres., NE NY PGA quits pro golf

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WHITE BALL



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GOLF BALL
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Mallinckrodt Twosome Outclasses Field in "Fungicide Open"

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Great news for greenkeepers! Now you can keep your greens in championship form permanently with this easy, economical new Mallinckrodt program of periodic, preventive "twosome" treatments:

1. Old reliable CALO-CLOR cures and prevents BROWN PATCH—particularly important protection this time of year! It also cures and prevents SNOW MOLD.

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"Tee off" with CALO-CLOR now before brown patch gets a foothold. Then follow up with CADMINATE to guard your greens completely. Your dealer will gladly give you full details of this safe, sure Mallinckrodt method of disease control—or write direct to us.



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Made of close weave canvas and steerhide trim, with concealed hood, big pockets and "tubes to the bottom" for 14 clubs, the L-840 is the result of Tufhorse leadership in this design. Each model since the much copied 1928 original has given the player even more value for his money.

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to go into television sales. . . Bob will continue as pro section pres. until fall election. . . Harold West, pro at Tulatin CC (Portland, Ore., dist.) switching to private business. . . Youngstown (O.) has Left-handed Golfers Assn. of 42 members, making it largest organized portside group of any city. . . Lefthanders making big plans for their 11th annual tournament at Bloomington (Ill.) CC, Aug. 8, 9, 10.

Babe Didrikson Zaharias with 629 for 144 holes played on Pebble Beach, Skycrest (Chicago), Ridgewood (Cleveland) and Knollwood (N.Y.) courses won first Weathervane tournament. . . Suggs, second with 632. . . Berg third with 647. . . Jameson fourth with 665. . . Alice, the older Bauer sister and the one who played on all four courses, finished fifth with 668. . . Babe got \$7,450 as her share of prize money from the tournament Alvin Handmacher financed as a successful promote of Weathervane sports skirts. . . Fred Corcoran put the Women's PGA into big business with this one. . . Snead only got about \$2000 more playing in 18 tournaments in his tenth year of big time golf. . . That was in 1947 when he lost the National Open playoff to Lew Worsham. . . Despite miserable weather some days the Weathervane event got big publicity.

Having all the women stars in the field was the right answer. . . Men pros are



To increase comfort and sales:

- Short-sleeve sport shirts in various materials and cool shades.
- Long-sleeve sport shirts in various materials and cool shades.
- Gaucha style golf shirts made of cotton and nylon fabrics in numerous attractive shades.
- Golf slacks made of Nylon, Tropical worsted rayon and light weight gabardines.
- Summer hats, caps and visors for men and women.
- Undershirts and shorts made of Nylon and cotton.
- Also, the new "Geep" style combination featherweight undershort and athletic supporter.

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Golfdom

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With Healthier Turf

It's a problem: Compact soil is one of the most widespread causes for poor turf. Soil compaction takes place quickly. Heavy play and downpouring summer rainstorms pack the surface soil. When soil dries out, the hard surface crust will not permit entry of water, air and plant foods, needed for plant growth. Weak shallow-rooted turf is susceptible to disease and weeds. Hard soil and thin turf don't suit the golfers.

There's an answer: Aerification is a necessity for maintaining turf under golf course conditions of usage. Where artificial watering cannot be done, thorough aerification should be carried out while natural moisture permits. Where water can be applied, the Aerifier with Flexi-press* can be used when needed throughout the playing season. Disturbance to the surface is no greater than that caused by hollow-tining.

More efficient maintenance: "The new G-L Aerifier is the greenkeeper's 'dream-come-true'," writes William A. Livingston, Superintendent at Silver Spring Country Club in Connecticut. "An untold number of hours saved have been used on other course improvements."

The Aerifier saves money too. The cost of water and the labor to apply it is reduced very materially. Less disease means less money spent for chemicals to control disease.

For better turf, more efficiently maintained, use the Aerifier.

Grow deeper-rooted turf which tolerates dry weather... Keep greens soft enough to satisfy the players, without excessive use of water... Reduce the disease problem... Encourage dense turf coverage to resist weed invasion... Keep soil open so summer rains can soak in... with the

AERIFIER*

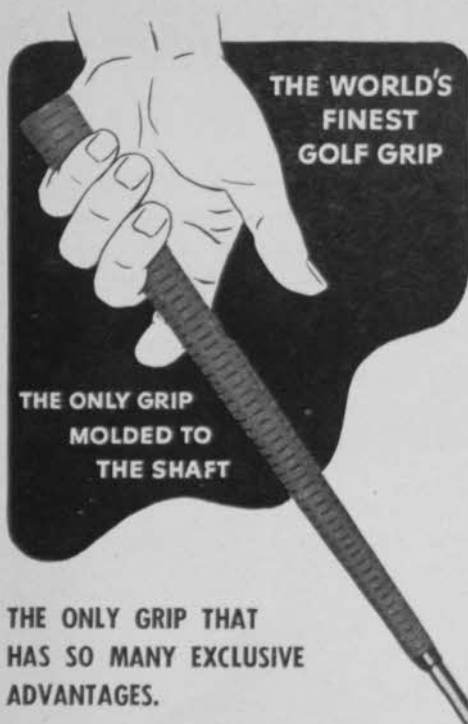
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**THE ONLY GRIP THAT
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TO SELL NEW CLUBS EASIER,
JUST LET YOUR MEMBERS SEE
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GOLF-PRIDE IS AVAILABLE ON
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THE FAWICK FLEXI-GRIP CO.

Golf-Pride, Kush-Lite, & Flexi-Grip Golf Grips
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going to have to solve the problem of getting bigger representation of headliners at more tournaments or the tournament circuit is going to run into a shortage of sponsors. . . Western Open was a financial headache. . . If one manufacturer hadn't turned his stars into the Western field it would have been a very sad flop. . . Better be some drastic revision of the tournament arrangements soon or the tournaments, outside the few major titles, will no longer have show-window value. . . Philadelphia Inquirer tournament cancelled this year. . . Account of National Open at Merion taking the spotlight.

The Fairgreen, magazine of the Ridge CC (Chicago dist.) is about the newsiest country club magazine we've seen for several years. . . It handles committee reports like live newspaper stories and has extensive coverage of members' activities. . . R. J. Chowen is editor and probably gets as little cooperation from members as club magazine editors usually get. . . Ridge is celebrating its 50th anniversary.

Greensboro (S.C.) pros in successful co-operative newspaper advertising campaign. . . Dave McIntosh, Oak Hills GC (Chicago dist.) celebrated his 75th birthday May 25. . . Family party made the day merry. . . Dave was born in St. Andrews. . . Went to France as second pro

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