



Sure it looks good but... **BEWARE!**

YES, it seems pretty tempting, the Private Brand "tonic." With the little longer profit it may allow you, it's easy to take.

But *look out*, it can be habit forming (particularly with your members) . . . and then it's bad medicine.

The point is, *Private Brand balls do not have to be made up to any recognized standard of quality.* Some of them may be fine balls, but they *don't have to be.* They have no advertised known name to live up to. They have no record to uphold.

And don't forget . . . when you sell such a ball, you are *inviting your member* to disregard the brand names and known quality that have been built up over the years for *your benefit.* You are opening wide the way for him to buy a Private Brand ball of doubtful quality "down-

town" at a lower price than that for which you can sell *any* ball at a profit.

Think it over. In the long run you cannot help but pay a penalty, can you? You can't win.

Our advice is to stick to known, nationally-advertised balls that *must* live up to their reputations or go off the market. Stick with Acushnet, the only ball which cannot be bought "downtown" under any circumstances. Every Acushnet is sold through you and your fellow Pros . . . and we don't go in for Private Brand balls for anyone. Acushnet Process Company, New Bedford, Massachusetts.

ACUSHNET
GOLF BALLS

Sold the world over through Pro Shops only

MAKING *the* SWING

By
HERB GRAFFIS



THE GOLF NEWS IN BRIEF

One of golf's biggest jobs being done by Al Espinosa as gen. mgr., Club Campestre de la Ciudad de Mexico, S.A., Churubusco, D.F. . . . Which means Country Club of Mexico City. . . Lot of the kids Al started at golf when he first came on the job for winter now are club members and scoring well. . . Al and his wife, Jo, have made 18 trips over the mountains into Mexico City. . . Now they just come back to the U.S. for a brief vacation.

Al has designed 3 courses in Mexico. . . He says the country's in first stages of a great golf boom. . . Al believes Mexico City could use two public courses and have them crowded to capacity soon. . . Al credits Mexico's sports boom to leadership of Pres. Miguel Aleman who is a high pressure long hour worker but manages to get some time off for play. . . Pres. Aleman scores consistently in the high 80s. . . Al and Jo look better than ever despite duties of running all departments of the club in fine shape. . . Jo and Stell Armour really did the work of getting the tournament circuit started by handling the promotion, paper and organizing work when there was no circuit and tourneys were hop, skip and jump, but where?, affairs.

Olin Dutra also is really "striking oil" in Mexico. . . He's busy from morning to night teaching at the big deluxe practice range constructed by the Bank of Mexico. . . It has 24 tees under shelter, 250 yards from tee to brick wall which surrounds the place. . . Also a pro shop, a restaurant and practice putting green. . . Range has greens for approach targets. . . Dutra flies back and forth to Acapulco to teach Saturdays and Sundays at course there.

That 18 hole course being built by Percy Clifford and the Hughes brothers for Club de Golf de Mexico is going to be one of the top courses of the world. . . Dutra is to be pro there when the club opens

which should be late this summer. . . Some really great holes on it. . . Seventeenth green especially unusually interesting and testing. . . It's a natural job with very little alteration by man. . . Lot of manual labor in building the course. . . 150 laborers at work at one time. . . Dutra plans to come back for this year's National Open. . . Percy Clifford, 8 times Mexican amateur champion, would like to come too, but can't get away from his financial job in Mexico City to make qualifying rounds.

Roy A. Owen moving from Boise (Ida) CC to pro job at Hillcrest CC, Boise, Ida., succeeding Martin Watson who's retiring. . . Joe Herberger managing newly reorganized Oregon City (Ore.) CC. . . Bakersfield (Calif.) 18 hole private course opened. . . Designed by Billy Bell. . . To start clubhouse building May 1. . . Aliso Canyon 9-hole unfinished course purchased by city of Laguna Beach, Calif., proposed by chmn., city planning commission. . . Charley Koontz named pro at new Alondra Park CC, near Long Beach, Calif. . . Jim Casey in Alondra Park shop and Frank Cormaci on instruction staff.

Arthur Waterbury now gen. mgr., Youngstown (O.) CC. . . Ethan Kirkhart switches from Congress Lake (O.) CC to be Youngstown gpkr., succeeding Bill Guthrie who resigned and will move to Florida. . . Santa Rose, Calif., soon to start \$125,000 munny course designed by Billy Bell. . . Packy Walsh, Chicago Park District golf supervisor, conducting 5th annual Park District free golf schools in 3 Chicago Parks. . . Schools get big attendance each year. . . Packy gives students who complete the course mimeographed outline of how to practice what was learned in classes.

Greenville (Miss.) CC members presented pro Tom Lundy with wrist watch inscribed "In appreciation of 20 years of loyal service." . . Tom sure brags nationwide about that club and his members. . . The sentiments obviously are reciprocated. . . Whitney Martin in his AP Sports Trail column gives Jack Redmond and Duncan Barr strong plug for instruction with movies at Redmond's NY school. . . Tony Butler moving as pro from Harlingen (Tex.) CC to Brownsville (Tex.) CC. . . Warren Cantrell, sec.-treas., Texas PGA, switching from Midland (Tex.) CC to Harlingen. . . Joe Driesbach, pro at Northwood CC, Dallas, Tex., for past 2 years, has resigned. . . Pres. Shorty Hornbuckle calling Texas PGA into meeting at Menger Hotel, San Antonio, Feb. 7.

Alex Watson honored by Leewood CC (NY Met dist.) with testimonial dinner. . . Among distinguished guests at the party were Vinnie Richards, Clarence Doser and Maurice Walsh who had convoyed Alex



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when he was batting Pinehurst No. 2 in 66. . . That lovely spot, Bermuda's Mid-Ocean course, laid out by the late Charles B. Macdonald, resuming tournament play after 11 year lapse. . . Invitation event for members of several NY Met dist. clubs. . . Archie Compston pro at Mid-Ocean.

U.S. Junior Chamber of Commerce 1900 clubs in 48 states expect more than 500 preliminary events for picking boys for Jaycees 5th annual Junior championship. . . Jaycees's Junior national event to be played at Iowa State college, Ames, Ia., Aug. 13-19. . . Jim Blair, Minikahda club, Minneapolis, pro, hires Joe Sodd, Indio, Calif., as asst.

Al Roberson, who's been doing vigorous job of promoting golf in Kansas, has installed a 9-hole sand green public course at Topeka, Ks. . . Topeka's been without a public course until Roberson took a jungle and converted into an interesting par 37 layout. . . Small clubhouse with plans for expansion. . . Oceanside (LI NY) GC changed from daily fee to private by Joseph Weinstein, owner. . . Jack Oliver stays as pro. . . Weinstein as head of Golfbay, Inc., is having new seaside course built to plans of Al Tull. . . High tribute paid to Prof. L. S. Dickinson, his teammate Geoffrey Cornish, and University of

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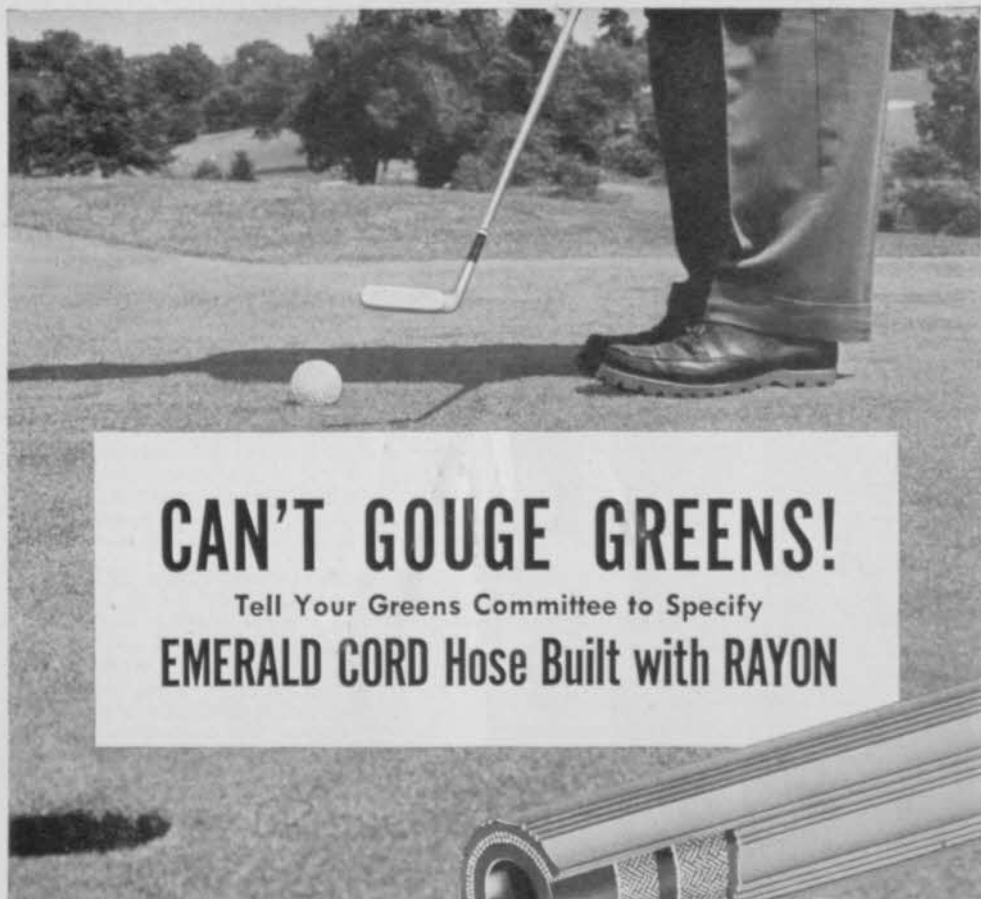
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For high quality at lower cost
WINGFOOT Garden Hose

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

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—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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"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."

Remember, Agrico is specially made to feed golf-course turf and feed it right. Order from your regular supplier, phone nearest A.A.C. Sales Office, or write now to The AMERICAN

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AGRICO
Country Club
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Massachusetts Winter School for Turf Managers, by editorial in Springfield (Mass.) Republican.

Bob Gibson succeeds Wilbur Skourup, Jr. as editor, PGA magazine. . . Gibson, former Ohio amateur, was on sports desks of Dayton and Pittsburgh newspapers and on Harrisburg (Pa.) Patriot and Evening News immediately prior to coming with PGA magazine. . . Skourup going into oil trade publicity work.

Fred Wood, internationally known in club management, died in Denver late in December. . . Wood had been in club business more than 60 years, starting as a boy in England. . . For many years he managed the Denver (Colo.) AC. . . His latest connection with Lakewood CC, Denver. . . He was active in promotion of many sports. . . He is survived by his widow. . . Fred Wood was a man of outstanding ability in his field and many hundreds mourn him as a gentleman of great charm and warming friendship.

Don Burger, former Texas athlete who is one of the west coast's top hotel men, was host at a beau coup cocktail party celebrating Hogan's revival meeting. . . It was staged the evening before the LA Open at Don's ultra swanky Hotel Bel Air. . . Ben and Valerie were guests of honor. . . About 200 players and sports

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Quick service on equipment and
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New 1950 Golf Price List on Request

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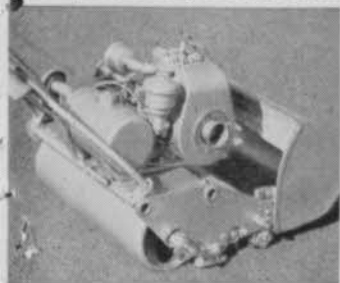
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TORO engineers mowers for every golf course job

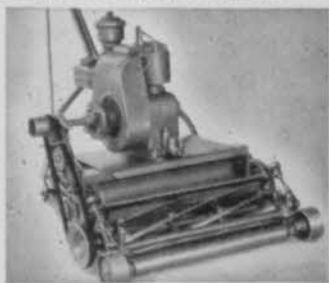
Got special mowing problems on your course? Then take a look at this complete new Toro line for '50... specifically engineered for fast, money-saving, dependable operation on every kind of golf course mowing chore... and precision made by Toro with more than 30 years' experience in "tailoring" mowers to the job on the nation's championship courses.

You'll find the right Toro here, or in Toro's comprehensive catalog of golf course tractors, mowers and accessories. See your nearest Toro distributor for demonstration.

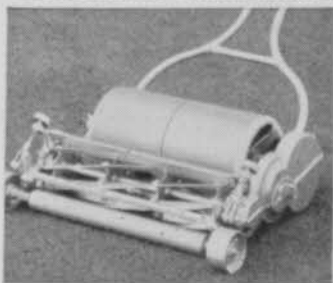
TORO MASTER TRACTOR with underslung gangs which mow ahead of rear wheels for smooth, ridgeless cut. One of Toro's great line of turf maintenance tractors available in various sizes and models with dependable Toro Spartan Gang Mowers in underslung or trailing type frames.



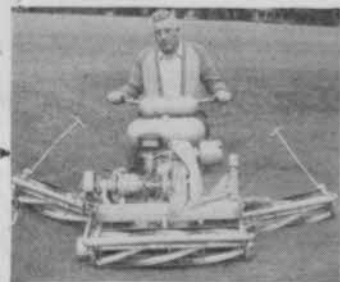
TORO POWER GREENSMOWER. Weight balanced over 21" reel. 8 blades mean absolutely no corrugation. 4-cycle engine. Uses comb, brush and original Toro transport wheels. A precision-built beauty!



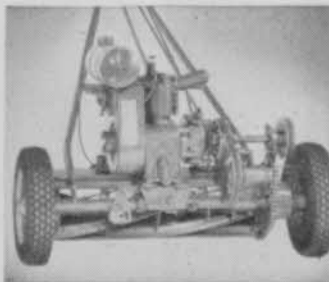
TORO "PONY" GREENSMOWER. A superb lightweight (only 90 lbs.) that's exceptionally maneuverable and easy to handle. Designed for putting greens. Ample power... 17½" high speed 8-blade reel.



TORO HAND GREENSMOWER. Back again! Precision construction, specialized design for cutting creeping bent, Bermuda or any other grass absolutely true without the slightest corrugation. 17½" 8-blade reel.



TORO PROFESSIONAL Cuts up to 25 acres per day with 76" swath. Convertible to 30" swath. "Out-in-front" reel for close cutting. Forward and reverse transmission. Toro 4½ h.p. engine.



TORO STARLAWN heavy-duty power mower with floating axle, high-low cut angle adjustment. 24", 27" and 30" widths (sully fits 30" mower). Independent reel and traction controls.



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Use it ANY PLACE on the COURSE ROYER Compost Mixer

A belt driven Model CJR Royer (capacity 1 to 3 cu. yds. per hour) is almost as easy to move about as a wheelbarrow. Many greenskeepers find this an important advantage, since it enables them to mix black dirt, sand and fertilizer into top dressing at any desired spot on the course. This is only one of the lesser features of the Royer. The most important feature that has made Royer the leading greens machine of the country is that it does a far more uniform and economical job of shredding and blending top dressing mixtures than any other method. Write for Bulletin 46 giving full information on all our belt, electric and gas driven machines. Available in capacities to 12 cu. yds. per hour.



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writers and their wives present. . . Grub was magnificent. . . Bob Harlow should have been there to knight Don for his judgment in selecting chefs of Hotel Bel Air and Ojai Valley Inn.

"Sportsman", Spalding house organ, carries partial list of 31 patented types of golf shaft construction. . . Same issue carries photo of 15 prominent club pros on Spalding factory visit. . . Skee Riegel, 1947 National Amateur champion, turns pro. . . Papers of First Annual Fall Field Day on Turf Culture at University of California, Los Angeles, bound into a volume of value for southwestern greenskeepers' library.

Jim Ferrier and Ellie Vines putting on clinics and exhibitions on West Coast together with Claude Hasting's demonstration of ball compression machine as Wilson promote. . . Stuart Murray heavily booked at his indoor school, 36 Bromfield St., Boston. . . Murray teaching the Ernest Jones "Swing into Golf" method. . . By Harcke and Tommy Meehan at Alex. R. Lloyd's indoor golf school, 1026 Wilson Ave., Chicago. . . Steve Omar back at Illinois Athletic Club indoor school for third winter.

No. 17 (585 yds.) at Riviera, scene of driving recording throughout the LA Open. . . Snead, first with four drives

Turf-Maker LAWN SEED

You can't argue with results — and Turf-Maker's popularity is due entirely to the results obtained by Nurserymen and Greenskeepers all over the country. You can depend on Turf-Maker for a deep rooted, perennial turf.

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Experimental fairway dusting at Merion Golf Club, Ardmore, Pa.

- Start your CRAG Turf Fungicide schedule now to keep greens and fairways free from *dollar spot* this season. Regular applications of CRAG Fungicide to turf will give you effective protection against dollar spot. These applications will also prevent both *pink patch* and *green scum*.

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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Vigoro for Commercial Growers is a special formula created to help greenkeepers get better results. Like famous Vigoro, it's complete, balanced plant food... supplies in ample amounts and in proper proportions all the plant nutrients grass must get from soil. Helps produce healthier turf—more disease resistant.

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totaling 1060 yds.; Willie Hunter, Jr., second with 1045 total. . . Hogan hit longest drive, 278 yards. . . Hunter, Jr., second with 276. . . Good showing of pro's sons in LA Open. . . The junior league included Burke, Ferrier, Hawkins, Cooper, Kirkwood, Thomson, Haas, Douglas.

Western Open to LA May 18-21 under co-sponsorship of LA Junior Chamber of Commerce. . . Course to be named later. . . Wm. A. Brady signed by Maple Bluff CC, Madison, Wis., as gkpr. . . Johnny Moran, in summer at his driving range at Aurora, Ill., a featured teacher at Arthur Murray dance school in Chicago during the cool months. . . Dick Metz after finishing third in Manila Open, flew westward around the world in a 36,200 mile air trip. . . Dick played an exhibition at Singapore with Norman Von Nida. . . Exhibitions were rained out in Bangkok and Calcutta.

Saturday Evening Post article "They're Just Wild About Sports" chronicles the Spalding organization's starring role in development of golf and other U.S. top sports. . . Samuel H. Swint, chmn., hotel committee, Augusta National GC, sends bulletin to press and radio men asking for early reservations for the Masters', April 6, 7, 8, 9. . . Swint says that after conferences with Augusta hotel managers on

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