

To your members you are MR. GOLF!

REPEATED REQUEST

To the low handicap man as well as the dub, you are the man who knows the answers. You are the man to whom all turn for aid, comfort and advice. Advice on the game. Advice on clothes. Advice on equipment... yes, especially advice on equipment.

What are the proper clubs? How long should they be? How heavy? What is the swing weight?

What about shoes? Socks? ... light or heavy?

Which ball should one use? Which is longest? Which is toughest? Which ball will suit the player best?

It's a real responsibility... and to the everlasting honor of your profession, a responsibility which the vast majority of the club Pros accept seriously and discharge ethically.

We know this is true. How else can one explain the fact that *more Acushnet balls are sold through Pro Shops than any other brand?*

We can find only one answer. *Having discovered for themselves* that, in quality and price, Acushnets deliver the "most golf" per dollar, Pros throughout the land advise their members to buy them... regardless of the sometimes rather frantic efforts of a few other suppliers "to make it worthwhile" for the Pro to favor other brands.

All praise to you Pros for maintaining this position. It is as it should be! To do otherwise is to let your members down. We will do our best to continue to give you merchandise you can *impartially* recommend. If we ever fail to do so, tell us about it. Acushnet Process Company, New Bedford, Mass.

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GOLF BALLS

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MAKING *the* SWING

By
HERB GRAFFIS

THE GOLF NEWS IN BRIEF



Proudest fellows at National Amateur finale were the new champion's brother "Babe" Urzetta and Frank Comisso, pro at Irondequoit CC, Rochester, N.Y. . . . Babe is Frank's assistant. . . They gave 24-year-old Sam's caddy-born game a polish that makes the swing of this fine natural athlete one of the best-looking swings in amateur golf. . . Sam's no Jones but we wouldn't be a bit surprised if in two or three years he could put together four rounds good enough to win the National Open. . . He's a very grand American young man, too. . . Clean-living, gay and well educated. . . He was a basketball star at St. Bonaventure and has had pro basketball offers. . . His father, who came from Italy in 1909, has a trucking business in Rochester. . . Five boys and three girls in the family. . . Besides Sam and "Babe" another excellent golfer among the Urzettas was brother Joe who was killed in combat in Europe.

Frank Stranahan doesn't need to be broken-hearted about losing in 39 holes to Sam Urzetta. . . A fine golfer with a few breaks at the right time can trim any of the opposition. . . Got to say for Frank he took that loss at Minneapolis right on the button without wincing and lauded the winner like he really meant it. . . Personally we're getting a bellyful of the criticism of Frank. . . He may not be Allah's most perfect job, but neither are we. . . Or you.

Brother, how some of these kids can belt the ball off the tee. . . Don Bisplinghoff, the Florida kid, knocked out some drives at Minneapolis we still don't believe we saw. . . National Junior Chamber of Commerce championship at Ames, Ia., sifted from biggest golf tournament entry list in golf history (18,000) filled with kids who could powder the ball. . . Jimmy Thomson, once the king of the long-range gunners, had his eyes pop out watching

the kids at Ames. . . Jimmy, Gene Sarazen and Johnny Revolta put on great clinics for the Jaycee proteges and George Lake, PGA junior program, gave a coach's pep talk and technical round-up that they'll long remember.

National Caddy Assn. tournament at Columbus, O., this year held for first time with PGA as co-sponsors also presented great exhibits of the American's natural urge to knock the ball a mile. . . The short games still aren't anything brilliant with any of the kids.

Now at the other end of the calendar. . . Tom (Old Meat-Cutter) Robbins, Texan transplanted to New York as MacGregor representative, won Met Senior championship for second time. . . Tom's putter wasn't as hot as his chili but his 74 was good enough to win. . . Ted Parker new mgr., West Side GC, Mendota, Calif. . . . Billy Bell and son planning regulation 9-hole and short 18-hole courses for South Pasadena, Calif. . . . Des Moines (Ia.) G&CC new \$250,000 clubhouse formally opened. . . Maplewood GC, Seattle, Wash., opens new clubhouse.

Pocatello, Ida., City Development Co. awards \$65,000 clubhouse contract. . . Paul Burgess, mgr., Elks GC, Colville, Wash. . . . Weatherford (Okla) GC organized.

Bob Hope now can join Ben Hogan and Lloyd Mangrum in the category of golfers who have fully recovered from injuries. . . After his automobile crash last winter Bob complained at Lakeside in LA that his 4 handicap was too low. . . The committee raised him to 6 on basis of his scores. . . Then while Ben Hogan was warming up for his movie work Bob played Ben, getting a few strokes. . . Hope went out in 40 and back in 34 to give Ben a fiscal relapse.

Curtis Cup girls had a rough passage over on the Caronia. . . Regained land legs in four days practice at Maidstone Club (NY Met dist.) before making sixth effort to win Curtis Cup. . . After cup matches at CC of Buffalo, Sept. 4 and 5, British girls play in USGA Women's National at East Lake CC, Atlanta, Sept. 6-11 and in match against Canadian women at Toronto, Sept. 20 before returning home.

Chicago District GA in tie-up with Illinois PGA on Veterans' hospital fund blind bogey district-wide Sunday event got more than \$8000 for the vets. . . More than was netted by any CDGA Victory Open tournament for vet fund. . . Jackson Bradley resigning as St. Charles (Ill.) CC pro end of this season to concentrate on tournament circuit. . . The fine big youth looks very promising.

Fourteenth annual Irvin Cobb amateur championship at Edwin J. Paxton park

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On course after course, Vertagreen has made a remarkable improvement in grass areas. This complete, better balanced Armour plant food builds tough, springy turf—makes a better playing, tougher wearing course. Apply Vertagreen now.

*T. M. Reg. U. S. Pat. Off.



**ARMOUR
FERTILIZER
WORKS**

GENERAL OFFICE
ATLANTA
GA.

course, Paducah, Ky., had 329 in field. . . Believed to be south's biggest tournament. . . Fred Corcoran returns from British trip. . . He explored possibilities of women's pro golf in Britain. . . Fred says British faster play is a great improvement over the snail-gait that's developing even in high-handicap American golf.

It now takes about 4 hours to play typical U.S. metropolitan district private course even with the rough mowed down to about fairway length. . . Used to take 3 hours or less. . . Difference is almost entirely on greens although higher age average of metropolitan district private clubs has slowed down the pace. . . It really is funny seeing golfers who can't break 80, 90 or 100 going through the pro slow motions in inspecting the line of a putt. . . They don't putt any better than they used to. . . That the tedious survey of the greens doesn't particularly improve putting was especially noticeable at the National Amateur.

There aren't a half-dozen star pros who can read a green precisely enough to justify the time they take. . . Hogan is by far the best of the present crop. . . He can not only read a green but remember it if it has more than one borrow or much difference in texture and grain and he has the touch to make his reading mean something. . . Mangrum is a much better than average putter

**IT TAKES SO LITTLE
and it PAYS SO MUCH
AT EVERY
TEE!**

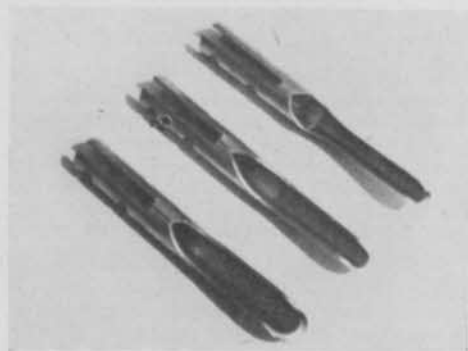


Ask your GOLF SUPPLY DEALER

Golfdom

New

in-between size spoon



The new 3/4 inch diameter spoon combines the thorough cultivation of the large spoon with the greater safety of the small spoon. It can be used with Flexi-press®. Penetrates to a depth of 4 1/2 inches. Priced the same as the inch and half-inch diameter spoons.

fits F-G Aerifier® and G-L Aerifier®

It's here in time for fall renovation of summer-damaged turf areas. The 3/4 inch diameter spoon is strong enough for fairway aerification. Use it on the tractor pulled F-G Aerifier, for fairway renovation. This spoon sinks into the ground more easily than the inch spoon, so it can be used on the small self-powered Aerifier, too.

For Fairways

Thorough aerification of fairways is desirable in the fall. Fairways should be aerified at least twice. Most greenkeepers recommend that fairways be aerified three or four times. Repeated aerification is especially needed to prepare a seedbed in existing turf. Inch diameter spoons may be too drastic for repeated use on close-cut fairways—half-inch spoons not durable enough for fairway use—but the 3/4 inch spoon, equipped with half-inch Flexi-press, provides thorough cultivation of fairways with a minimum of disturbance to the surface.



For Greens

Often it is desirable to remove some of the existing soil from greens and work new materials into the holes made by the Aerifier. Half-inch spoons don't remove sufficiently large soil core for this purpose. Inch spoons frequently cannot be used on the G-L Aerifier. The 3/4 inch spoon sinks into the ground easily enough to be used on the small Aerifier; removes a good sized soil core.

For Tees

The 3/4 inch spoons on the G-L Aerifier is ideal for use on tees. Where tree roots cause excessive bending of half-inch spoons, try the stronger 3/4 inch spoon instead. If the inch spoons seem too big—the half-inch spoons too small—use the 3/4 inch spoons. For better aerifying this fall, select the right size spoon for the job.

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West Point, Pa.

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Pax-Bag
L-835



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Green, Red,
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Right now is the time to sell Tufhorse Golf Bags to replace the bags worn out this summer. Start lining up your Christmas gift business, too. These profits will go "downtown", after season, if you pass up these sales.

Make these profitable bag sales this fall with the complete Tufhorse line. Tufhorse looks better — plays better — and sells better.

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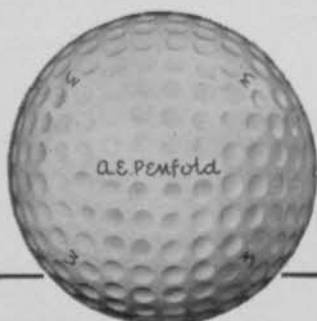
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and his policy is to lag the long ones close, depending on length rather than worrying about precision almost impossible to deliberately attain, other than a true stroke of the putter face. . . Greens are so much truer and more uniform than they were ten years ago they, rather than the lengthy surveys, account for improvement in putting.

Royal Canadian Golf Assn. wants a Walker Cup sort of match play with USGA team. . . Canada for some years has been wanting the Walker Cup event made a three-sided affair between USGA, British and Canadian teams. . . Mexico still hoping for international match with USGA team.

John P. English, who with Joe Dey has edited USGA Journal and done other work with staff of USGA, called back into Navy. . . Sectional qualifying rounds for USGA Women's Amateur cancelled as 158 entries of championship calibre received for the 19 scheduled sections didn't warrant the qualifying. . . All contestants given chance to play in championship. . . 115 accepted and 43 withdrew. . . U.S. and British Curtis Cup members exempt from qualifying were in blind draw with rest of the field.

Richard Glasow new mgr., Columbia-Edgewater CC, Portland, Ore. . . Overbrook CC (Philadelphia dist.) buys site on Maine Line near Ithan for new course de-



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gets away faster because its live natural rubber cover is molded around the ball—not vulcanized over it.

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PRO ONLY**



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THIS TIME—HAVE THOSE
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RECOVERED **NOW!**

Rubber is becoming scarcer, and the price
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**All balls are REWOUND to STANDARD SIZE
and an exceptionally tough cover is used.
YOU SUPPLY THE "INNARDS"**

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| 1. HI-COMPRESSION LIQUID CENTER ("SKY-LINER") | \$2.30 per doz. |
| Min. quantity with your name — 10 doz. Boxed, cellophane wrapped. | (With a doz. old balls) |
| 2. SOLID CENTER | \$2.20 per doz. |
| Boxed, cellophane wrapped; 10 doz. minimum quantity per name. | (With a doz. old balls) |
| 3. BULK (no name) | \$1.95 per doz. |
| 10 dozen minimum quantity per name. | (With a doz. old balls) |
| 4. RED STRIPE—Practice Ball (no name) | \$2.05 per doz. |
| | (With a doz. old balls) |
| 5. RED STRIPE—Practice Ball (with name) 10 doz. minimum | \$2.15 per doz. |
| | (With a doz. old balls) |

BALLS FOR DRIVING RANGES

At These Prices When You Supply The "Innards":

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| NO NAME | \$1.95 per doz. — with a dozen old balls |
| WITH NAME | \$2.05 per doz. — with a dozen old balls |
| With colored stripe—green, blue, yellow or red | \$2.15 per doz., with doz. old balls |

BALLS FOR PUTTING GREENS

- | | |
|---|-------------------------|
| Green, blue, yellow, red or white, solid colors only, you supply "innards" | \$2.15 per doz. |
| 5 dozen of each color minimum — no name | (With a doz. old balls) |
| We buy cut balls. Send for price list. Transportation paid by us at West Chicago. | |

PROTECT YOURSELF - - ACT NOW, BEFORE THE MARKET GETS OUT OF SIGHT

HANDLING and SHIPPING INFORMATION

Send used balls quickly . . . 1 dozen to a thousand dozen. We pay freight when you ship to us—you pay it when we ship to you. On request we grade out liquid centers like first column and balance any proportion of other grades you specify. If shipment runs 25 doz. or less, ship by Parcel Post; if over 25 doz. ship by any Truck line. Be sure to double sack all balls.

TERMS: Due to VERY LOW PRICES — check is required with order or we must ship C.O.D.

Prices subject to change without notice.

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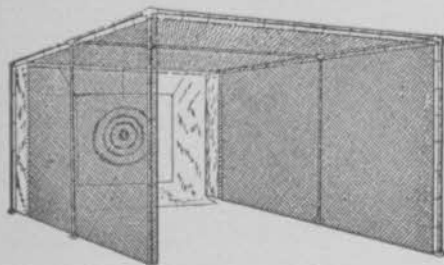
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- Indoor or Outdoor

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keep their swings in the groove the year around.

Pros, club officials and players will tell you that Ederer are golf's specialists in indoor and outdoor golf nets.

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 days. If you are planning an indoor school let us tell you why the EDERER "Invincible" is the standard school golf net.

THE EDERER "PORTABLE"



Sturdy, compact, lightweight—handles the full range of iron and wood shots. Ideal for limited space practice, indoor or outdoor.

Write for folder and price list.

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signed by J. B. McGovern. . . Zigfield Troy's Sheldon Heights golf range in southern part of Chicago district robbed of \$4000 worth of clubs. . . Don Bryant, Lincoln (Neb.) Star golf writer says players in Nebraska State Women's championship played so fast they ran the golf scribes out of wind. . . Only case of fast championship play reported in several years.

Chickasaw GC, Memphis, Tenn., awards contract for new \$285,613 clubhouse. . . Lockport (N.Y.) Town & CC completes \$50,000 course alteration program. . . Byron Nelson, picking up a few bales of feed money for stock on Fairway ranch, has been drawing big during Midwestern exhibition tour. . . Despite putting not up to former competitive standard Byron's been breaking and equalling course records. . . His one-man clinic and demonstration prior to his exhibitions is the best we've ever heard. . . Fine warm showman and teacher, that Nelson.

Frank Stranahan spent five days with Nelson about a week before Frankie played in National Amateur. . . Despite his loss to Urzetta on third extra hole Stranahan was hitting the ball better than ever before. . . Nelson said he got Frank to be firm at contact instead of meeting the ball too loosely. . . No disgrace for anybody to be beaten by Urzetta the way that fine-look-

The beautiful hand-rubbed varnish finish is tough, and will not chip or crack. Gives everlasting protection. You will play better golf with King's Custom made Woods because they are made to your exact needs. Choice of Golf Pride and other grips. Prompt delivery.

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THE REVOLUTIONARY NEW **GOLF RANGER**

An entirely new high-efficiency ball retriever — Capacity of 3,600 balls — F.O.B. Milwaukee, \$660, front hitch included.

NOTE THESE FEATURES :

- 1 — Galvanized expanded metal baskets.
- 2 — Picks a 12 foot width.
- 3 — Anodized aluminum wheels articulate on uneven terrain.
- 4 — Sturdy front hitch developed by Automatic Parts Company.

A full-view push type retriever built to stand the gaff of heavy use. Picks up balls with minimum friction on covers. Ball baskets easily removed for dumping. The Golf Ranger is available in widths from 6 feet to 20 feet.

Let us tell you how this amazing new and better ball retriever will save you time and labor, and simplify your ball recovery and handling problem.

Write today — for complete information

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The long lasting expanded steel ball baskets are quickly removed from the frame by pushing forward on locking lever, shown just above front of frame. Balls can be holed right in baskets under muddy operating conditions.

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JUSTICE PLUG EJECTOR GIVE 'EM AIR!

This tool promotes root development and relieves compaction of greens. Ideal for use before adding soil conditioners.

DAVE W. JUSTICE

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OKLAHOMA CITY, OKLA.

ing, nice-mannered lad was playing the week of the Amateur. . . He had to do very little scrambling. . . His golf was as sound as you've ever seen in a National Amateur.

Seldom has a national championship course been altered as much and as frequently by changing winds as was the Minneapolis GC course during the National Amateur. . . It was a different course every round. . . Minneapolis GC hopes to put in a bid for a National Open. . . With the fairways cut a bit narrower it'll give anybody an exacting test. . . Rough was cut down from hayfield length just before the Amateur. . . It was cut short enough not to give Merion's stern test of good play.

National Amateur contestants unanimously praised greens of Minneapolis GC's supt. Herb Cohrs. . . Cohrs and greenchn. Ray Swanberg had that course in fine shape. . . Tough part of the maintenance job was watering during dry spell preceding tournament. . . Watering in shot areas meant shovel-sized divots. . . Wonder what the best way is to quickly repair divots. . . Fred Grau says during the championship play about best that can be done is to replace divots to give players fair lies and give roots a chance to take hold.

Weakest spot noticed in National Amateur play was approaches from areas a few

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