



# WHY FOOL AROUND WITH "MAVERICKS"

In cowboy talk a "maverick" is an unbranded calf. Nobody knows who owns it, or where it comes from. It might turn out to be a good beef steer, or it might be something for the "glue factory"

Golf balls which carry no nationally known and accepted brand name are like that, too. You, nor anyone else, can say for sure what they are or what they're worth.

Trouble is more and more of these maverick balls seem to be coming on the market. Worse — some of the manufacturers of these balls are offering them *direct by mail to your customers at all kinds of cut prices.*

This is bad for you, bad for your members, bad for everybody. How to stop it? — plug branded balls; plug branded balls made by a manufacturer who protects you against *all* "downtown" selling, cut-price selling or direct selling; plug Acushnet. Never was the Acushnet "Pro only" policy so important to you as right now.

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# Swinging around Golf

## NEWS OF THE GOLF WORLD IN BRIEF

Joseph Pezzullo, pro at Louisiquisset GC, Providence, R.I., thought he recognized clubs in a bag alongside an unidentified man . . . Joe asked the man . . . So did the police . . . The man gave information that led to solving the mystery of a \$6000 pro shop robbery at Louisiquisset last Oct. . . . Oscar Rieflin, owner of a large farm in Rochester, N.Y. suburban Webster, plans to build 18-hole course.

Valley Forge GC (Philadelphia dist.) controlling interest bought at reported \$500,000 plus . . . New majority owners announced there'll be no change in operation of the new course . . . Robert Trent Jones restoring famous Lido course (NY Met dist.) which was made site of a naval training establishment during World War II . . . Emil Roth, 18 years mgr. at Wheatley Hills GC (NY Met dist.) now mgr., Hempstead GC (NY Met dist.)

Helen Hicks, 1931 Women's Amateur champion, now on Fred Grieve's pro staff at Glen Head CC (NY Met dist.) . . . Club was started as Women's National Golf and Tennis Club 'way back in the hopeful era before the 1929 market crash . . . North 9 of Main Line GC, Radnor, Pa., to cease operation this month and site will have a shopping center . . . Operation of south 9 holes continues.

Building 9-hole public course, sponsored by Huntington (W.Va.) Chamber of Commerce . . . Patsy Jefferson, now pro at



HERB GRAFFIS

Knob Hill CC, Barboursville, W.Va., to be pro at Huntington when it opens next year.

Bob Kurland wrote very interesting series in Hackensack (N.J.) Bergen Record on Jersey pros as spring features . . . Claude Harmon to be on TV job at National Open and Tam o' Shanter tournaments . . . Midvale G&CC, Rochester, N.

Y. changes from semi-public to private membership club . . . Geneva (Ala.) to have a 9-hole course at resort Jim Jones is having built.

R. L. Wenkstern, Mound, Minn., opens his Lakeview 9-hole course near North Arm., Minn. . . . Filippo and Penaat, San Rafael, Calif., real estate firm, considering building 18-hole course between Sonoma and Santa Rosa, Calif. . . . Hartley Corp. plans 18-hole Desert Sands CC in Ridgecrest, Calif. . . . Forrest Lewis of Morley, Mich., buys Briar Hill 9-hole course at Newaygo, Mich., from Wm. Wuthenow.

Joe Kirkwood, jr., opens golf range, par 3 course and clubhouse sections of his 45 acre sports center in Los Angeles . . . Planning course for Fredericktown, Mo. . . . Vic Oberhammer started in golf business as a caddie at Quaker Ridge CC (NY Met dist.) 48 years ago . . . He's been Quaker Ridge's pro for the past 17 years.

L. C. (Ace) Holshouser has leased 9-hole Hillcrest course at Charlotte, N.C. and after improving it is operating the course . . . Otter Kill CC, Newburg, N.Y. recently

Front

Cover

Young David Eisenhower, unlike most boys who come to visit grandpa down on the farm, is sent out to sharpen up his golf game rather than taught how to plow a straight furrow or slop the hogs. Farm prices being what they are nowadays, that probably makes a lot of sense. David's tutor is Dick Sleichter, Gettysburg CC pro, who helps him select a club and may be slipping in a few hints as to what to expect when he invades Burning Tree.

**HERE'S  
HOW GREENS  
HOLD COLOR  
ALL SEASON...**



Beautiful practice green at Harrisburg Country Club, Harrisburg, Pa. Nicholas Cassa (inset), Supt. of that well-known club, says:

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America's Premier Golf Course Fertilizer  
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formed and will have course designed and built by Bill Mitchell open in spring, 1957 . . . Creekside GC 9-hole course at Amherst, N.Y. to open this month . . . Owners are Tennis Schreckengost and Salvatore Turchiarelli.

Building of Chapel Hill (N.C.) course and clubhouse being pushed with hope of opening course in Sept. . . . Sapphire Valley CC 18-hole course designed by George Cobb and clubhouse designed by Byron Simpson to be built by Eugene Howerdd of Augusta, Ga., owner of Sapphire Valley Inn, Sapphire, N.C. . . . Palm Springs, Calif., may have munny 18 if city will provide the site and Hotel and Apartment Assn. pays for building course and clubhouse.

John L. Hane now pro-mgr. Del Norte GC, Crescent City, Calif. . . . Karl Wrannick now pro at Canajoharie (N.Y.) CC . . . Jim Barnes who has been in semi-retirement since leaving Essex County (N.J.) CC now is with Johnny Farrell at Baltusrol teaching on the lesson tee and in playing lessons. . . . Jim was winner of the first PGA championship in 1916.

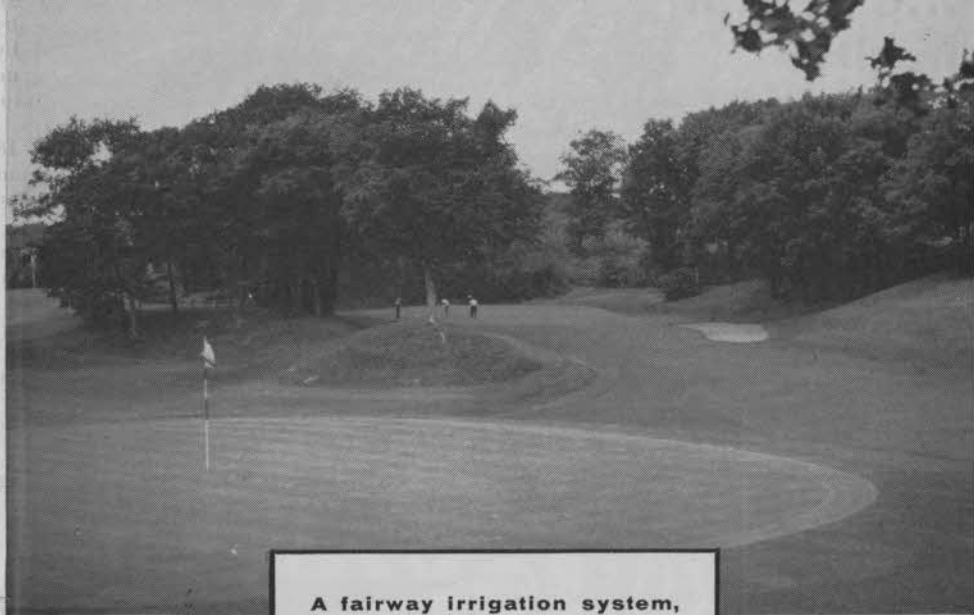
Daniel J. Kenely, 49, pro at Galloping



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View of ninth green  
with sixth green  
in background

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Woodhill Country Club,  
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healthy  
greens



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Hill GC, Union County Park commission course at Kenilworth, N.J. died May 2 in the clubhouse of a heart attack . . . He was an amateur champion of Union County before he turned pro and became an excellent and busy teacher . . . He was born in Roselle, N.J. . . . He is survived by his widow, Mrs. Jessie Haddon Kenely, two daughters, three brothers and three sisters.

Knollwood CC, course that Walter Keller and associates are building in San Fernando Valley region of Los Angeles, wants to put on a \$25,000 Open sponsored by movie team of Dean Martin and Jerry Lewis after the Desert Inn "Tournament of Champions" next April . . . Scarsdale (N.Y.) GC has architect Dick Wilson working on plans for altering the course to eliminate blind tee shots.

Max Elbin, Burning Tree pro and Mid-Atlantic PGA pres., is quoted by Maury Fitzgerald of Washington Post and Times Herald as forecasting rosy tournament future for four graduates of Frank Emmet's junior program at Washington, D.C. . . . The four lads, Lloyd Kelley, Jimmy Clark, Melvin Rowe and Billy Wolfe are assistant pros.

Beaver Brook GC with 9-hole course at

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Smooth, uniformly cut putting-green surfaces are the result of mowing with hollow roller greens mowers. This same desirable playing surface can be had on your fairways by using Roseman Hollow-Roller-Drive Gang Mowers.

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You never see wheel-type putting green mowers. Why? Because the mower weight would be concentrated on the drive wheels, compacting the soil and marking the turf. Similarly, Roseman Hollow-Roller mowers leave no wheel marks, on soft or sandy ground. The Roseman mower places less weight per square inch on the ground than any other gang mower.

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Your membership appreciates fine turf and the best possible playing surfaces which offer the best opportunities to score well. Roseman Hollow-Roller-Drive mowers are designed to assist you in this objective.

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PITTSBURGH 30, PA.

Rome, N. Y., bought by the Acme Club . . . Course will operate on semi-private basis and will be enlarged to 18 . . . Suburban GC, Union, N. J., now in its 60th year . . . Johnny Yocum, new pro at Galen Hall G&CC, Wernersville, Pa., took up golf when he was a Seabee and was stationed at an Exeter, Eng., course for a year and a half.

West Orange (N.J) Public Course, 18-hole layout that was home of Mountain Ridge CC when the course was opened in 1913, now closed . . . Site sold for shopping center and other development . . . West Orange now has only one other public course, Essex County CC West Course . . . Bob Leacox resigns after 2 1/2 years as PGA schedule co-ordinator . . . Job of setting tournament schedule will be handled by Tom Crane, PGA executive sec.

Winged Foot CC, Mamaroneck, N. Y., bids for 1958 National Open . . . Open was played there in 1929, the National Amateur in 1940 and the Walker Cup matches in 1949 . . . Inwood (N.Y.) CC, where 1923 National Open was played, seeks 1960 Walker Cup matches . . . Jefferson, Ga., recreation center has a two-green,

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### ***for Crabgrass Eradication***

#### **What is Crab-E-Rad?**

Crab-E-Rad is a soluble powder of the organic arsenical, di-sodium methyl arsonate. It is very soluble and easy to handle. Low toxicity makes it preferable for use on play areas. These coupled with rapid kill of crabgrass make it a simple and dependable chemical control.

Crab-E-Rad is the safest chemical yet known for effective, selective crabgrass eradication. Users from all over the country have reported a high degree of control without injury to the most popular perennial turfgrasses. Crab-E-Rad does not "brown out" all the grass in the process of killing crabgrass. Although it is always desirable to make proper, accurate application of chemicals, the margin for error without injury to turfgrasses is much greater with Crab-E-Rad than with any material previously used.

Crab-E-Rad, unlike 2, 4-D, is not a general broadleaf weed killer. It is a specific for crabgrass control, plus some other weedy grasses including dallisgrass, lemongrass, sedge, lovegrass, witchgrass, barnyard grass, foxtail and smooth chickweed. Used early in the season, it will control young knotweed.

CRAB-E-RAD is available from your West Point supplier. Or write to us for full information.

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**Mole and gopher killers**  
**Golf ball cleaners**

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For turf use—Kills Japanese beetles, chinch-bugs and other insects. Dilute in up to 400 parts of water.

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### S.S. WEED KILLER

Soil Sterilant—Speedy killer of all types of weeds. Keeps parking lots, drives, walks, gutters clear. Spray or sprinkle. Dilute in up to 40 parts of water.

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Selective—Attacks weeds only. Rids turf of undesirable growth without injuring good grass. Non-poisonous. One gallon to 3 acres. Dilute in up to 400 parts of water and spray.

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Chemically treated grain. Exterminates moles, gophers, prairie dogs, field mice and other pests. Place in holes or nesting areas.

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nine-tee course that gets a lot of play.

Hillcrest CC (formerly Red Hill CC) at North Reading, Pa., building new clubhouse . . . Jamestown, N. Y. to build munny course with amount raised by citizens' campaign matched by city . . . Mayor Della Chiesa of Quincy, Mass., asked that \$1.50 Monday thru Friday fee at munny course be lowered for golfers over 65, saying it's too steep for many retired persons living on limited income.

Several times lately we've run across doctors' statements in newspapers and magazines to the effect that growth of golf popularity was one of the best things that could have happened to men retired at 65 by business or industry . . . Doctors say golf is keeping the veterans in fine physical and mental condition . . . With life span getting longer it looks like golf is getting to be an important factor in old age security.

Golfers who also are horse players have wondered after whom the horse Golf Ace is named . . . John M. Brennan, Long Island golf writer says Phil Weinsier, former Fresh Meadow champion, is the man . . . Storm King GC, Cornwall, N. Y., 62 years old now . . . Sebbly Melluzo now pro at

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