

**NOW—the easiest playing,
the safest, the toughest and
longest lasting golf Tee Mats
ever made.**



THE NEW MELFLEX

HEAVY DUTY AIRPLANE TIRE DRIVING RANGE TEE MAT

Check These Features

Highest grade wear-and-shock resisting materials ever used in driving mats; weather proof—stays flat—does not warp or fray; non-slipping—wet and dry; self cleaning—reversible to provide four different driving areas—affords easy teeing of balls

**FULL 1 INCH THICK—48
INCHES WIDE BY 60
INCHES DEEP.**

NEW RUBBER TEE PEGS
A brand new, replaceable rubber tee peg, especially developed for use with Melflex Tee Mats, saves in wooden tee costs, speeds play and protects club faces. Write for full particulars.

MELFLEX COMPLETE LINE FOR GOLF INCLUDES: LINK MATS—MOLDED SAFETY STEP TREADS—MATS and RUNNERS for entrances, halls, locker-rooms, etc.—SAFETY STANDING MATS—SCRAPER-TYPE MATS, high-ribbed for entrances—CUSPIDOR MATS.

From the tire carcasses of our heavy bombers, the toughest, most durable material of its kind, comes the rubberized fabric used in making the new postwar Melflex Tee Mats.

With their maximum wear and shock resisting materials, with their design and construction meeting the specifications of leading practice range and public course operators, the new Melflex Driving Mats are offered as the finest ever produced.

Players will enthuse over their firm, sure-footed safety that makes for smoother swinging. Operators will enthuse over their neat appearance and their trouble-free maintenance.

Deliveries now being made in order of their receipt.

Write for descriptive literature and prices—today

MELFLEX
PRODUCTS CO.
L. E. WARFORD, President
415 Wheeler Lane, Akron 8, O.

MID OCEAN, The Course That Wouldn't Die

By R. A. JONES

IN 1939 the British empire declared war on Germany. Bermuda was in it from the first as a part of the empire. From that time on all the island's manpower was devoted to the prosecution of the war. The tourist trade upon which the island depends stopped at once. Within a few days all the visitors left, the hotels were closed and there was no one to play golf but the residents and GIs. When USA entered the war the islands of Bermuda became an important defensive outpost of USA. Big Naval and Air Bases were built and all available native labor plus many thousands of workmen from U.S.A. went to work creating an island fortress out of what was one of America's playgrounds.

Every square foot of shipping space was required for absolute essentials. Since the island produces a mere portion of the food required for its population the American Navy had to become house-keeper and to a large extent protector since the British Navy was busy elsewhere. Horses, until recently, the only means of transportation on the island, couldn't be fed on the products of the island, some were turned out and died; others were shot.

The war work had to go on. Submarine

hunting was of primary importance and air and naval bases were needed and for the former several square miles were added to the island to create what is now known as Kindley Field. Within 2 miles of Kindley Field is the famous Mid Ocean Club. What happened to that great golf course?

With 4 men and absolutely no supplies and equipment of any sort from 1939 to present date they managed somehow to keep the golf course going simply by keeping the greens cut and mowing the fairways as often as the supply of gasoline and labor would permit.

None of the greens received any water since 1939 for the army required the water. Not an ounce of fertilizer was used in the past 7 years. Equipment could not be replaced and they had to get along as best they could. Putting greens were mowed with ordinary lawn mowers.

In prewar days the greens turf was Bermuda grass and rye and red top was seeded in the fall as is customary in Florida, but neither the seed nor the labor was available. *Poa annua* invaded the greens as the Bermuda grass became dormant and produced a fairly good turf just as it will for part of the year in the U.S.A.

At the point where this view of Mid-Ocean was taken the course borders the shore and the club's private beach.





How the 'Jeep' Speeds Work, Saves Money

USED AS A LIGHT TRACTOR, the "Jeep" operates gang and power mowers, fertilizer and seed spreaders, etc. at 2 mph up. With 4-wheel-drive traction, the "Jeep" guards against turf scars... easy to handle on tough grades.

USED AS A TRUCK, the "Jeep" travels on or off the road... hauls loads up to 800 lbs.

USED AS A RUNABOUT, the "Jeep" takes men and tools about the course... speeds up night duties.

USED AS A MOBILE POWER UNIT, the "Jeep" with power take-off operates spline-shaft and belt-driven

equipment.

Ask your Willys-Overland dealer to demonstrate at your course how the "Jeep" speeds work... spreads its cost over many jobs.

Willys-Overland Motors, Inc., Toledo 1, Ohio.

The Universal
'Jeep'



The "Jeep" takes you to any part of the course quickly, easily. Selective 2- and 4-wheel drive.



The "Jeep" operates a power mower and all other maintenance equipment suitable for a light tractor.

When the poa annua died down the Bermuda grass revived and there was a gradual change from the one grass to the other. An application of nitrogen, the first application of fertilizer in 7 years, applied as the Bermuda became active favored the transition and by June 1st the 18 greens were uniform in texture and compared favorably with those in the United States.

The fairway grass is largely tough St. Augustine or a near relative but the lack of nitrogen through the years has resulted in a heavy infestation of clover and plants of that family which are able to solve their own nitrogen problems. The light color of the turf also indicates lack of nitrogen and the application of any of the soluble nitrogens has an immediate effect. Greenkeeping in USA is a most difficult problem, but it isn't in Bermuda for the following reasons:

Rainfall is regular and sufficient to maintain the native grasses without artificial watering.

Fungus diseases such as large and small brown patch and winter kill are practically unknown.

There are few insect pests.

There is very good drainage.

All the sand needed for traps can be taken from sand dunes which border on the fairways.

There is no clay in the soil and turf is deep-rooted and healthy. Only native grasses are used.

Although there is very little soil above the coral and limestone formation, what there is, is fertile and acidity with which American greenkeepers have to contend isn't a problem for there seems to be ample lime in the surface soil.

In U.S.A. we try to grow Kentucky blue grass far north of its natural habitat and velvet bent far south of its natural habitat, and in the middle of the summer when everybody wants to play golf under good conditions both those grasses are in a semi-dormant state. The greenkeepers' heavy problems occur in July, August and the first half of September simply because many grasses are being grown in the wrong climate; but it isn't so in Bermuda.

If greens in any of the Atlantic states had neither fertilizer nor fungicides for 7 years they would cease to exist, in fact they would not endure for one year. The temperature and humidity in Bermuda in the months of July, August and September compare with Washington D.C., although there are cooling breezes on hot days on the island. However the tough natural grasses are at their best in those months.

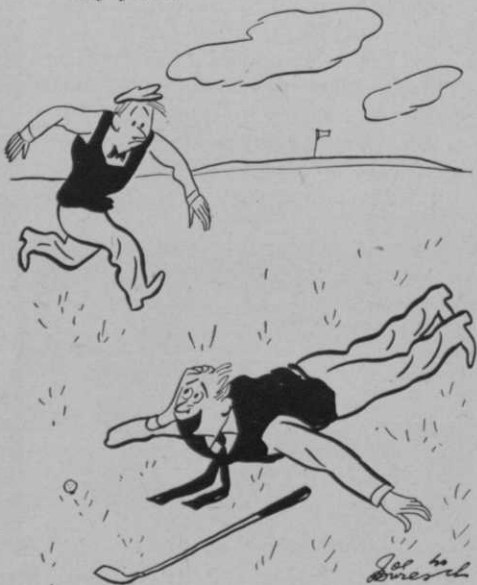
As elsewhere, there are problems in Bermuda. The work still in progress at the military bases absorbed most of the limited skilled labor. The rehabilitation

of hotels after 7 years of war conditions has to wait for labor and materials. The luxury liners which plied between New York and Bermuda have not returned from the shipyards where they are being refitted. Space for freight on the few available ships is limited to essentials and it will be many months before the greenkeepers on the island secure adequate equipment. It is truly amazing how they were able to carry on with virtually nothing for so many years.

The workmen use bicycles to and from their work. They could not get along without a bike. The maximum penalty for stealing a bike in Bermuda is 4 years at hard labor and 2 years is "a warning".

The penalty for using "offensive words" is six months in the cooler. But the people on the island are most polite and visitors leave with pleasant recollections.

WIN THE BEGINNERS—George McLean, veteran pro, makes the sage observation that in this boom year, despite crowded instruction calendars and other pressing duties, the pros have an important responsibility of forming the foundations of lasting friendships with the hundreds of thousands who are new to the game. Free classes now and then for war veterans who are new to golf, cheerfully given free tips to newcomers on their games, and in general going out of the way to show a welcome and an interest in the new players, George reminds, is smart foresighted business for the pro who wants to establish close and lasting business relations with arrivals who'll be playing golf for many years.



"Gee, it's great to be smacked on the head with a real rubber golf ball again."



MURRAY BAY
PROVINCE OF QUEBEC
CANADA

Early in the summer of 1926 the late ex-President William Howard Taft stepped up and drove the first ball on this course, which has since become one of the most famous on the North American Continent. Designed by Herbert Strong, the Manoir Richelieu Golf Course is carved out of the heart of a forest on a green mountainside facing an 80-mile sweep of the Lower St. Lawrence River. The three divisions of the course—the Valley, the Forest and the Park—can all be seen from the number one tee—and golfers often remark that this breathtaking scenery is the chief hazard of the course. • To keep fairways, greens and rough in perfect condition, Worthington mowing equipment is used on this course—as it is at famous clubs wherever golf is played. There is a Worthington Mower to solve any grass-cutting problem you may have Call your nearest distributor—or write us at Stroudsburg.

WORTHINGTON MOWER COMPANY

STROUDSBURG, PENNSYLVANIA

Division of Jacobsen Manufacturing Company

Established 1914



**Golf at
GEARHART
By-The-Sea**

Region's Finest and Oldest 18
Hole Resort Course

ates:—
9 Holes 75c
All Day \$1.50



Gearhart Golf Club

Jens L. Lerback, Owner
Phone Gearhart 188

**NOW OPEN
NEW "ACADIA"
PITCH and PUTT
GOLF COURSE**
RIVERDALE ROAD
NEAR HOLYOKE CITY LINE
WEST SPRINGFIELD
HEALTHFUL AND DELIGHTFUL
BRING THE ENTIRE FAMILY

PLAY GOLF

at the
**BUNKER HILL
GOLF COURSE**

DAILY FEE
TWILIGHT RATES
Tournaments Invited
6635 N. Milwaukee Ave.
RESTAURANT OPEN

PLAY GOLF

• FOR FUN • FOR HEALTH
Take advantage of long daylight hours
—play evenings as well as week-ends.

**AMERICAN LEGION
GOLF COURSE**

One of the Finest Courses
in the North



**BANNOCKBURN
GOLF COURSE**
GLEN ECHO, MD.
OPEN TO
THE PUBLIC



PICNIC GROUNDS
TENNIS COURTS For Information
Phone Wla. 9743

**GOLF
at
BURR
OAKS**



The Beautiful
9 Hole Course

Phone B. 4520 for Reservation

PLAY GOLF

— AT —
**HILLVIEW
GOLF COURSE**



ERRY ROAD FREDONIA

A. W. Porter, Owner
R. R. Shephard, Pro

SMILEY'S GOLF PRACTICE

★ DRIVING TEE ★
NOW OPEN! 10 A. M. TO 11 P. M. EVERY DAY!
2700 West on U. S. Hiway 50, 1 1/4 Miles of State Line, VA. 9509
Professionals Walter Blevins and Al Cruber. Private lessons by
appointment before 7 P. M.



**Evanston
Community Course**

Central St. at the "L"

Season permit . . . \$20.00
2nd adult
—same family . . 15.00
Juniors
—under 18 yrs. . . 15.00
Juniors
reg. with parent . . 7.50
Week days daily fee. . .50
Saturday, Sunday and Holidays 1.00
Monday all day and Friday afternoon, ladies25
Children, Monday through Friday, P.M.25



Twilight, after 5:30 half price

TED SLOAN—manager and professional
Lessons by appointment.

GOLFERS!

Your Choice of 2 Courses—No Long
Waiting to Tee Off—Even on
Saturdays and Sundays

**SILVER LAKE
GOLF CLUB**

147th St. and 82nd Ave.

Chicago's Finest Daily Fee Club
Just a short drive from any part
of Chicago's West, South, South-
west side or suburbs. 1 1/2 miles
west of Harlem on 143rd St.

—26 HOLES OF REAL SPORT—
PHONE ORLAND PARK 140

Golf Is Growing As User of Newspaper Ads

Daily fee golf courses and driving ranges are becoming consistent users of newspaper advertising space in increasing their play. They've still got a long way to go in presenting attractive and effective copy that does a real selling job in print but considering the time it took major league baseball to begin to make good use of paid advertising space in newspapers, the golf clubs are doing well.

Strongest user of paid newspaper advertising to get attendance at a sports has been George S. May's Tam O'Shanter CC. For the 1946 All A-May-rican tournaments May used full page space in all

with which GOLFDOM is acquainted. This is a fault of newspaper advertising departments which apparently haven't done anything to help educate the golf course advertisers to make strongest possible use of space.

Although the fee courses and driving ranges not yet are in the income brackets to warrant very strong advertising campaigns results of this season's advertising is going to encourage many course owners to give more consideration to their newspaper advertising appropriations in the future.

Privately owned fee courses and driving ranges, like other sports enterprises, have come to rely so much on free publicity in the sports pages that most of them still are unaware of the possibilities of business development by newspaper advertising.

The New and Beautiful
TAM O'SHANTER
INVITES YOU
THURSDAY FRIDAY SATURDAY AND SUNDAY



to see the WORLD'S GREATEST GOLF SHOW at
America's Most Beautiful Country Club!

Annual opportunity to see the new building golf club in the United States along with the biggest golf show of the year. ... ALL UNITED STATES REPRESENTATION. ... ALL AMERICAN WOMEN'S TOUR. THE GOLF OF A MAN'S BEST FRIEND! ... Remember! Thursday, Friday, Saturday and Sunday of this work at TAM O'SHANTER CLUBHOUSE WITH SERVED BREAKFAST AND LUNCHEON. ... Admission 40 cents.

These Firms Cooperated in Making Tam O'Shanter America's No. 1 Golf Club

... ALL UNITED STATES REPRESENTATION. ... ALL AMERICAN WOMEN'S TOUR. THE GOLF OF A MAN'S BEST FRIEND! ... Remember! Thursday, Friday, Saturday and Sunday of this work at TAM O'SHANTER CLUBHOUSE WITH SERVED BREAKFAST AND LUNCHEON. ... Admission 40 cents.

Chicago dailies together with smaller space. His full pages featured the new Tam o'Shanter clubhouse as the headquarters of the tournament. It was an ad in which builders and suppliers of the clubhouse shared. It's a good idea to be kept in mind by other clubs that will be building new clubhouses and which want to make attractive public presentations of the improvements.

Seldom do the fee courses in their advertising do much more than make their location known. This year there hasn't been any advertising of low rates as a feature, for the simple reason that there's no reason for ruinous rate wars now with the public hungry for golf and operating costs greatly increased.

The "class" of the course, the instruction available and the meals aren't given as much play as they deserve in instances

Check Machine Calibration

At one of the recent sectional greenkeepers meetings it was generally agreed that an item of standard practice should be to check calibration of sprayers and fertilizer distributors before extensive use. Test quantities of fertilizer on accurately measured areas, and of water instead of liquid formulae to be applied, often disclose considerable difference between supposed and actual rate of application by the machines, so greenkeepers have discovered.

States Control GI Golf Job Training Grants

Letters to GOLFDOM concerning possibilities of training for pro, greenkeeper or manager jobs under GI job-training regulations usually present questions that can be answered only by authorities in each of the 48 states. The state superintendent of public instruction (by whatever title this job is called in each of the states) is the authority to consult about government financial help in the job training. In Illinois the authority is the state board for vocational education.

Regulations are being tightened up in most states due to the extensive racketeering and chiseling that has been introduced into the original plan of providing legitimate educational aid in helping the GI make up for lost time.

In Illinois training is not approved for a period of less than 6 months. Forms are provided to institute the training programs. Complete explanations of the functions of the training programs and of the amount and description of training work

to be done, are required. Greenkeeping and club managerial training programs have been approved in some states and in fewer states, pro training has been approved. Illinois is not one of the states that has approved pro training. The Illinois authorities consider that pro training is a matter of perfecting technique rather than one of acquiring basic knowledge which the applicant already has.

Due to the existence of greenkeeper and manager training schools it's usually much easier to get GI benefits in training in these fields than it is in pro golf. The background for study courses has been supplied by colleges. The pro situation apparently is one calling urgently for national PGA action in formulating and supplying to regional PGA organizations plans for pro training programs meeting the requirements of all state GI training authorities.

Setting for Application

(Continued from Page 44)

washing nozzle can be made of a piece of pipe fastened on one end, and threaded on the other to take a female hose connection borrowed from a sprinkler.

The flat water stream from the nozzle is pointed down and about 6 feet ahead

of the operator. Best to have the man start at the lower end of the green, working across, and moving backwards. Also keep the hose in back of the man to avoid dammed-up water, and "hose burn lines." Keep the nozzle moving from side to side, and when the water "shines" on the turf, move on. Avoid flooding to the extent that the water begins to make puddles, or flow on the surface. A second going over is advisable, and sometimes, couple up a sprinkler and let it run awhile after washing. To the golfer who gripes about the water spoiling his putts, tell him you are trying to avoid a reverse osmosis condition, and send him off muttering in his beard.

Let Us Spray

Liquid applications can be made with hand watering cans, barrel carts, syphon proportioners, manual or power sprayers. We shall skip discussion on the use of hose and chemical cartridge nozzles for golf use.

The main points to consider are gallons applied per given area, in width by length in feet traveled per minute. It's best to find out by using plain water, colored by a small amount of lime or turf fungicide dye, on the test area. Regulate travel speed so that discharge is about 5 gallons per 1000 sq. ft. or roughly 200 gallons per acre. Then make up solution

Burke The SIGN
of truly fine Golf Clubs

Every industry has its sign of excellence . . . a trademark which identifies that product which is the finest of its kind. The business of building fine golf clubs is no exception. Since 1910, the name, BURKE, on a golf club has been identified with beautiful balance . . . precise, uniform craftsmanship . . . truly fine golf clubs.

Write today for information about the Burke line!

BURKE GOLF, INC.
Newark, Ohio

strength or percentage to meet the desired application rate. Charts prepared by Dr. James Tyson of Michigan State College will be found useful for 2,4-D and other materials.

Preferably, solutions made up with diluted liquid chemicals, should be sprayed on with coarse droplets, at low pressure, and dry chemicals in solution at higher pressure. Figure low pressure from 100 pounds and down, and high pressure from 200 pounds and up. Nozzle discs are made with various sized openings. At a given pressure, the smaller openings will give a finer spray or mist. Hole in disc size is indicated in 64th of an inch diameter, by number, as, number 4 disc is $4/64$ inch opening (or $1/16$ th inch) number 8 disc is $8/64$ inch, or $1/8$ th inch orifice.

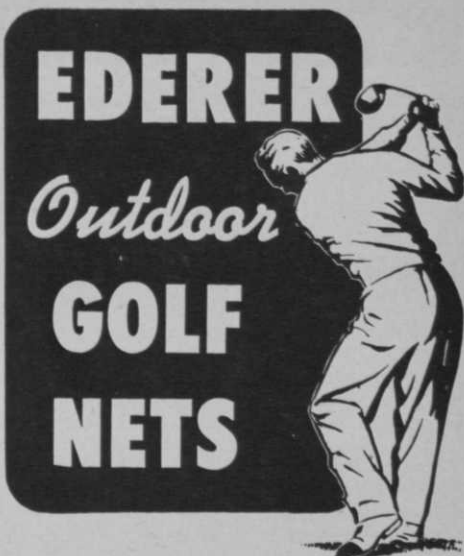
In acreage spraying with tractor-drawn equipment, a good operator can keep his travel speed fairly constant; especially if tractor engine is equipped with mechanical governor. A forward speed of 1 m.p.h. is equal to 88 ft. per minute; 2 m.p.h. 176 ft.p.m.; 3 m.p.h.—264 ft.p.m. The latter is considered a good walking gait. If a check is desired on forward speed, this can be done with a Stewart-Warner Bitumeter as used on road tarring tank trucks, or use some makes of bicycle speedometers, geared to a 5th wheel, or a tachometer (R.P.M. counter) with feet per minute adapter wheel, turned by tractor wheel outer tire circumference.

The How of Turf Treatments

These are Montgomery Ward catalog items 87 L 2965, and 87 Y 2947; total price \$2.25 plus postage for 1 pound shipping weight. Mounted with home-made clamps, the device can be set to bear on the smooth tread part of tractor wheel where readings can be seen. Fairway lengths can be measured by getting the tractor up to speed and using a stop watch to time feet traveled in minutes and fractions.

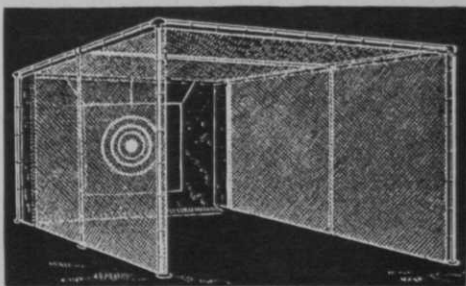
A good time to do fairway fertilization is in the late fall, before winter sets in. The ground is firm and not soggy from thaws as in the spring, there are more calm days, men can work with protective clothing, there is little play interference, and fertilizers will work down to grass roots, with little if any leach loss through the winter. There is no hurry to get the work done as in spring, the rush of deliveries is avoided, and groundsmen have a job to fill in the time gap between the end of course routine and winter work.

**Any Changes in Your
Operating Personnel?
SEE PAGE 72**



Ederer Golf Nets are quick to prove they pay off handsomely in player popularity and benefits . . . and in solving problems of long waiting, bad weather, heavy instruction bookings, etc.

Hundreds of golf clubs have found their modest cost well worth while in peppering up players and smoothing out peak operating loads.



Compact—Easy to Install or Move. Ederer's "INVINCIBLE" nets are made for golf, tennis, volley ball, badminton, etc.

Write For Folder and Price List

E. J. EDERER COMPANY
Invincible Sports Nets
HOME OFFICE: 540 ORLEANS ST. • CHICAGO

Boomer Book Shows Pro Task in Teaching "Feel Habit"

By **HERB GRAFFIS**

PERCY BOOMER'S book, "On Learning Golf," has been published in the U. S. by Alfred A. Knopf, New York. It sells for \$2.75. It has a foreword by the Duke of Windsor who testifies as having been one of Percy's pupils who was, "the most persistent in the search for the secret of the correct swing."

The father of Percy and Aubrey Boomer was a schoolmaster who had among his pupils Harry Vardon. The elder Boomer, after retiring from school teaching at the age of 60, became a golf pro. Percy was educated to be a school teacher and did teach for a few years, prior to becoming, at the age of 22, 8th assistant at Queen's Park, Bournemouth.

With that pedagogical background it is to be expected that the Boomer book would have sound basis in the technique of teaching. And it so fully lives up to expectations in this respect that with not so much change in slant of the contents it could be called "On Teaching Golf."

And that brings up the subject of an unfilled gap in golf literature; that of an authoritative volume on teaching of the game. Admittedly, golf instruction is an art as well as a science. The personalities of the tutor and the pupil have to be a blend for good results, with the burden of effecting the blend being on the pro.

But what of the instruction books have gone into that essential part of teaching golf? That's where the Boomer book is unique and quite helpful for the studious pro who, if he's really good and keenly interested in his teaching, is disturbed by "divine discontent" at not being able to gear temperaments to reception and retention of instruction. And, as almost every pro will concede, restful instruction is more a matter of fathoming the pupil's temperament than it is a matter of the mechanics of fitting a swing to any type of physique or muscular condition.

Boomer is an advocate of the muscle-memory basis of golf teaching, a principle which, of course, is nothing new and is the definite objective in instruction of many highly successful American teachers. But how to get this feeling of conscious control so it will replace thinking and the disturbances of the mental state which the average golfer experiences when he rushes out to the first tee, is a baffling fundamental problem of golf instruction.

Pros As Psychologists

Younger pros will observe, as they look about them, that the practical psychology of veteran pros must have been sound in establishing games of their pupils which have stayed good through many years of the intermittent golf that businessmen must play. Boomer refers to this implanting of the habit of correct feel as developing "psychophysical union."

The tendency in golf instruction books is to deal almost altogether with the mechanics of the swing. That is fine, as far as it goes, but the pupil is not a machine and that bewildering organization, the brain, takes over and impairs control of the mechanical phases of the swing.

The technicalities of the swing are subject to various controversial interpretations, but as the PGA questionnaire on instruction some years ago showed conclusively, most of the arguments are the result of different ways of trying to say the same thing about the swing.

From Pupils' Viewpoints

However, there is an infinite variety in the temperament of pupils, and that's where the genius of the great instructors comes in. Boomer's "On Learning Golf" is an especially interesting and unusual treatment because so much of it is written from the perspective of pupils of varying temperaments back to the instructor's task in straightening out the students.

The method of printed golf instruction used almost without exception is to tell by picture and word how the instructor grips, stands, pivots, swings and performs other mechanical details of making the shot and counseling the pupil to do likewise. That's fine so far, but plainly by this means the psychophysical accent is on the master, not on the pupil who's bought the book.

Before the Snead and Nelson golf instruction books came along to hit big sales, by far the largest sale of any golf instruction book in the United States was that of Alex Morrison. And without disparaging the book, a great many of its readers said the ads of the book were better than the book itself. Why? For the simple reason that the ads played strong to the prospective buyer and were psy-