Greenkeepers district associations all over the country are conducting summer meetings and inspection tours in getting best workable ideas for postwar maintenance. ... Keeping these associations together during the war was an achievement golfers and club officials haven't adequately recognized. ... One tip-off to the value of the greenkeepers' association and short course work is extension of better maintenance standards to smaller clubs.

Several correspondents tell GOLFDOM caddie shortage is proving favorable to increase of play. ... Reduced expense with light bags and bag carts is getting play from plenty who might curtail their play because of caddie cost. ... Mike Merig is new pro at Cedars CC, Lakeville, Conn. ... Construction started on Warrenton (Ga.) CC. ... Chillicothe (Mo.) CC remodels clubhouse. ... Lubbock (Tex.) CC issued program for Texas PGA 26th annual championship that was up to national event standard.

Pres. Redvers MacKenzie, Canadian PGA, is trying to figure out method of

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A golf course regularly treated with Niagara Lead Arsenate, thereby destroying grass root eating insects and insuring a thick, heavy turf.

July, 1946
tying association members closer together by playing events. It's a tough problem with membership stretched thin from coast to coast. Canadians home to revive U.S.-Canada pro matches if some sponsor will put up enough prize money. Canada is making a strong play for American amateur tourist golf this summer.

Athletic Round Table, Spokane, Wash., is having a hole-in-one contest with $15,000 prizes. Three shots for $1 on 150 yd. hole. Sister Kenny fund is beneficiary. Send the Round Table your money and ask them to have somebody else shoot for you. Bud Ward was promoting the event when he wasn't playing at the National Open at Cleveland.

Royal and Ancient decides to retain its present ball standard. British National Association of Public Golf Courses have formed a northern section. All space was taken early at Golf Traders' exhibition at St. Andrews during the British Open. The affair is organized by Golf Monthly, Edinburgh. It began with the 1938 British Open and has been a feature of every British Open held since.

Laurie and Dave Ayton and Jimmy Spittal, St. Andrews pros, are conducting classes for St. Andrewans who have re-

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turned from armed services. About 100 are in the classes. Frank Stranahan and John Langley, ex-Australian Air Force bomber pilot, in fifth round of British amateur set what British golf writers think is a championship record in taking more than 32 minutes to play two holes, both of which were halved in sixes. James Bruen, first Irish player to win British amateur, broke two steel-shafted mashie-niblics during the championship. Bruen defeated American-born Bob Sweeney, ex-RAF pilot, 4 and 3 in the finals.

Robert A. Hudson, sponsor of the Portland Open, will underwrite cost of a golf instruction movie to be made at PGA championship at Portland, Aug. 19-26. Betty Jameson introduced canary yellow as women's club steel shaft color at Women's Western Open. PGA membership in recent months growing faster than at any other time in the association's history. Lawson Little may be PGA member soon on basis of war service. Little, if qualified for PGA championship, will have a chance to show if he retains his old match play merit which gave him four consecutive U. S. and British amateur titles.

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for protection and economical maintenance of driving tees.

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July, 1946
Detroit DGA with Detroit Women's DGA sponsors a 2 day 36-hole medal play event for boys and girls between ages of 12-18. ... Harry Radix, Chicago sportsman who donated Radix trophy for yearly low medal average of pros, it sending his friends "True Golf Facts" a booklet of extraordinary and interesting golf incidents gathered by editors of the Golfer's Handbook, Edinburgh. ... Spalding claims almost two thirds of the Open field played a Spalding ball.

Bob Andrews, Perth product who's in his 26th year as pro at Roebuck, Birmingham muny course, is subject of an interesting story in Birmingham News; one of a series on Leading Sports Figures in Alabama. . .Canajoharie Fort Plain (N. Y.) Businessmen's Golf Ass'n plans to buy Canajoharie CC. . .Harold B. Harrison is new pro-mgr., Forsgate CC, Jamesburg, N. Y.

Larry Robinson, World-Telegram golf writer, estimated that New York met district golfers played 60,000 rounds over last week-end in March although muny courses were not due to open until week following . . . This is beginning to look like the record year if good weather continues in most sections . . . Bill (Bunny) Richards new pro-mgr., Hillcrest CC, Lin-

Standard, pioneer in the development of selective weed killers, now offers Stantox 2, 4-D. It has been thoroughly tested by numerous agricultural experiment stations, our own agricultural field men and many commercial cooperators.

One spraying of your fairways will usually kill the following weeds without injury to the grass: dandelion, narrow-leaved plantain or buckhorn, chickweed, ground ivy, ragweed, pennywort, speedwell, heal-all, and other similar weeds.

Write to our nearest office and arrange for a demonstration conducted by one of our field representatives.
coin, Neb. . . . Johnny Blood turns pro on job at Battle Creek, Mich., Riverside CC.


Harry Kinnell new pro at Springdale CC (N. Y. Met district) . . . Gene Sarazen now big grower of fancy grapes and peaches on his farm near Germantown-on-Hudson . . . Count us in this fall Gene when you stomp on those grapes getting ready to make them into vintage vino . . . Middlebury (Vt.) CC closed for some years, being conditioned for reopening by war vet students at Middlebury college.

McGregor, Ia., constructing new course . . . Al Jamison, new pro at Officers club at Quantico (Va.) Marine base . . . Piping Rock club (N. Y. Met district) has waiting list of 500 . . . Eugene (Ore.) CC completing installation of $45,000 watering system . . . Ottumwa, Ia., renews lease on muny course and additional 9 will be ready for play in early summer.
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FAST-ACTING AGENT TO
relieve misery and kill cause* of
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Golf’s Investment Future
Looks Bright
By WALTER KELLER

Sitting on the terrace overlooking the 18th green of the Brentwood CC in the Los Angeles district, I was thinking about several people who are making large investments in real estate and golf courses in this vicinity. For instance, the Brentwood club now is owned by a group of wealthy foreigners—the name of Rothschild being among them—who also have purchased other income producing property throughout the U. S. A.

Another example—is that of Fred McMurray, film star, Frank Borzage, film director, and their associates who are having a $2,000,000 hotel constructed alongside the Rolling Hills CC in Los Angeles so people coming to California for a vacation will live in a hotel adjoining a golf course. Since people are getting keener for participating sports these investors obviously think very much of the golf business, which forecasts that the golf business will be bigger than ever. The investors see a trend toward healthier living by multitudes who will devote more

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time to outdoor play during the era of the 5-day week.

Schools all over the land are increasing their sport departments to get into sound balance with the scholastic end of the daily program. This assures far greater sports participation than during the pre-war period.

The rehabilitations programs for the armed forces have proved that golf helps amazingly in rebuilding damaged muscles, in lifting morale, relaxing taut nerves, restoring confidence, and generally adapting patients to normal living.

Golf is giving the hospitalized vets change of pace and lifts them out of the hospital atmosphere into a world of fun, exercise, fresh air and sunshine, and takes their thoughts off themselves. In my own case—I was wounded in the left fore-arm and the ulnar nerve was severed—golf has developed my arm and hand to a point where it is almost as strong as it normally was.

Look at the picture from any angle and you'll see that the investor in golf has vast and solid promise of returns exceeding those held in prospect by any other sport today.

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**July, 1946**
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- More Power
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- Sweetest Action and Feel

The new True Temper Dynamic is the most powerful golf shaft ever built.

Its exclusive True Temper construction, from seamless tubes of super alloy steel, shaped to the exclusive Dynamic design, its uniformity of temper assured by modern electric equipment, results in better control of distance, better control of direction, and to a supreme degree, sweet action and feel.

The True Temper Golf Shaft is band marked for identification. It will soon be available in limited quantities on the clubs of America's most famous makers. Produced by The American Fork and Hoe Company, Cleveland, Ohio, makers of True Temper Products. Ask your Pro.

True Temper FIRSTS:

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- First in Durability
- First in Tournament Victories

True Temper DYNAMIC

True Temper STEPDOWN

The Golf Shafts of Champions
There are not many merchants, large or small, in any phase of the sports goods business who do any smarter or more thorough job of merchandising than Chuck Tanis does as pro of the Olympia Fields Country Club on the south side of Chicago district.

Chuck's method of shopping, display and advertising have resulted in development of a volume that compares favorably with that of many a sports goods store or department operated on a 12 months basis.

His percentage of the total golf buying done by his members probably is among the highest enjoyed by any of the nation's pros. His shop volume is added to by many of Olympia's Fields' members bringing their friends to buy at the Tanis shop. That's a clear indication of the high prestige as a golf goods merchant Tanis has built with his advertising, merchandise and service.

Tanis is by no means a high pressure salesman. He's a quiet, competent, thoughtful worker. There's no forcing in his methods. The keynote of the Tanis operations is helping the members to buy right.

That, of course, means careful selection of merchandise as the first step. Chuck makes buying trips to see what's the best he can get to sell. During recent years of merchandise shortage he's picked up merchandise that not many pro shops or sports goods stores have been able to stock. One main reason for that is his practice of ordering far in advance. Hats, caps and other apparel items, for instance, he orders in the fall for delivery at various times the following summer. His cash and credit position qualify him as a first class customer for some of America's top manufacturers of sports apparel. He has brands usually carried only by the exclusive sports apparel stores. But don't let that make you think Tanis fails to make a sound price balance in his stock so he can supply the needs of buyers who don't throw much money around when they come into a pro shop.

An All-Star Staff

Another prime reason for Chuck's successful operation of the pro shop as a service station for members is the staff he has assembled and trained. He's got four men. That gives Tanis a quite hefty overhead as he pays his assistant well. But, by their qualifications, training and work they boost sales and customer satisfaction and make their salaries good business for Chuck. Irv Kleinedler who was with Chuck for 3 years before he went into the army now is back on the job as teaching assistant. Ernie Davidson has been with Tanis for 5 years and is in the shop all the time. Bob Rossing, who was with Chuck 3 years before enlisting in the Marines is back in the repair and rack room. Richard Scott, who has been 2 years with Tanis in the repair and rack room, is the youngest of the group.

Tanis has developed an exceptionally high class staff all of whom are keenly ambitious to make their department a model of pro department operation. The boys are on their toes looking for chances to improve their work and discuss in frank, friendly manner where they think any of them have missed a bet. The work of the department is well organized. The shop is dusted daily and the floors are mopped 2 or 3 times a week, or oftener if traffic on muddy days so requires. All of the fellows regard themselves as being engaged in an exacting and unique business and take pride in having established and maintaining their shop as a
What would add to the member's enjoyment of his game? Chuck Tanis has it in convenient and attractive display in his pro shop. Club stock like this these days is rare.

This window facing the first tee of Olympia Field's No. 1 course is changed every 2 weeks. The attractive background brings the merchandise out in rich and striking display.

This display window is in the lockerroom at Olympia Fields. It is changed frequently so the members and guests get a good idea of what fine merchandise the pro shop has in stock.