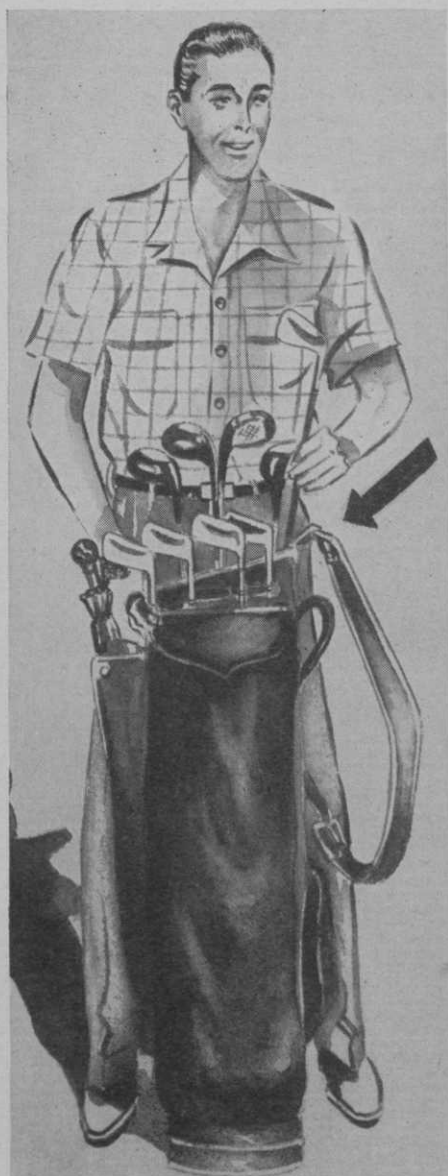

Tufhorse

of course!



On golf courses everywhere you see evidence of the widespread preference for the new Tufhorse Golf Pax. As indicated by the arrow the Golf Pax provides a separate compartment for each club.

Its practical design, excellence of styling and workmanship make the Golf Pax the "Aristocrat of Golf Bags."

In player popularity and in pro shop merchandising the Golf Pax is a standout.

. . .

G-IOPH—to retail at \$28.50

G-8 to retail at \$11.00

. . .

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THE GREATEST NAME IN GOLF

DES MOINES GLOVE & MFG. CO.

306 COURT AVENUE, DES MOINES, IOWA

display location. Clubs, bags, apparel items, pictures and advertising signs have to be put not where a smart merchant would prefer to have them displayed but in the only spaces available.

Window location in pro shops, when it is given thought by architects, usually is considered on the basis of the minimum of light and the maximum of burglary protection. Some display experts say that golf clubs look best in a light from the south. They point out that furs, for instance, as a cold weather item, look more attractive when displayed in a north light. On the same principle, the clubs, which look cold and stiff, need a warm light to show them at their best.

Wall space for display of clubs should be ample. Club stocks aren't always going to be hard to get. The pros who do the most business in selling clubs display clubs so visitors to the shop instinctively feel an invitation to handle the items. On observing that interest the pro who knows what clubs the member owns can begin his adroit sales talk on the new clubs.

Whether or not to have lounge space for members in pro shops is another subject pros have discussed. Generally the answer is "no." Members waiting around the shop may buy something but often those who hang around the shop simply to visit keep the pro just chatting instead of being able to show prompt and full attention to some other member who's in a hurry or who shows possibilities of buy-

ing. Many pros have found that it's a good idea to have handicap card racks in the pro shop to get members to come in. Watching the cards is good business practice for the pro.

However, the pro shop certainly must be an attractive place in light, color, arrangement, merchandise display, cleanliness and color of paint, floor covering and window curtains. In many shops ventilation is such that dust from club cleaning blows onto the counters and displayed merchandise, as well as collecting on cleaned clubs in bag storage.

The provisions for a pro's office where he can handle his business paper work seldom are anything to facilitate work.

Location of club cleaning facilities so the clubs can be taken in, cleaned, stored, and taken out for handing to caddies is another functional feature to be carefully considered by the architect, pro and club officials.

Club storage racks offer plenty of room for improvement. Tendency is toward smaller bags, but by the usual set-up compartments are all the same size and considerable space is wasted. Compartments generally are difficult to clean or drain and quite a few of the home-made designs of compartments mar the bags.

Whether the pro has supervision and assignment of the caddies along with his other duties is another determining factor in pro shop layout. If he does, the ar-

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Golfers' Raincape — fingertip length. Rolls or folds into tiny $1\frac{1}{2} \times 3\frac{3}{4}$ in. pkg. Weighs only 3 oz. Made of tough war-tested plastic film — reinforced neck with elastic — full length sleeves — roomy shoulders and body — soft, pliable and will not stick together.

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Very profitable discount to Professionals, Clubs and Dealers.

ACE SHOOTERS ON
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Special!
WHEATIES
HOLE-IN-ONE AWARDS!



Isn't it only right and proper that the "Breakfast of Champions" (WHEATIES, that is) should grasp the hand of the lucky dog—er pardon us—the skilled golfer who sinks an ace and lift him into the spotlight of undying fame?

We think so because WHEATIES and championship performance have kind of teamed up like ham and eggs!

At any rate, effective right now, all holes-in-one made anywhere in America and certified as okay by the course pro or authorized club official will bring to the ace maker a special WHEATIES "Breakfast of Champions" award—with all the trimmings. (Certifying pro also shares in the award!)

Full details are being sent to all Golfdom readers and we hope that all clubs will cooperate by sending in news of certified holes-in-one. Why? because, seriously, we want to help build golf into an even more popular game than it is today. And we think that our WHEATIES Awards Plan will help!

Meanwhile, here's wishing you a most successful 1946 Golf season!

General Mills, Inc.

"Wheaties" and "Breakfast of Champions" are registered trade marks of General Mills, Inc., Minneapolis, Minn.

SEE THAT YOUR WHEATIES HOLE-IN-ONE POSTER IS PROMINENTLY
DISPLAYED IN YOUR PRO SHOP OR LOCKER-ROOM

rangement has to be such that the pro can keep an eye on the shop and the caddie windows too. If there is a caddiemaster there may have to be thought given to location of a counter from which the caddiemaster can sell soft drinks, candy and sandwiches to the kids as a sideline. At too many clubs the caddiemaster has to depend on these sales to bring his revenue up to the point where it will attract and hold a man who is good for the kids and the club too.

At larger clubs the caddie department usually is in a separate building, as it should be. But in no case that I can call to mind is the pro department in a separate building for any reason other than a belated discovery that the pro service and sales facilities hadn't been properly provided for in the original architectural plans.

Some of the older clubhouse pro department facilities are makeshift rearrangements of pro shops that were built in the days of handmade clubs. Now the bench work is limited. Most steel-shafted clubs in need of major repairs must be returned to the manufacturers' shops. The bench work required these days is mainly

that which is accessory to club-cleaning work.

Architects and building committees on new clubhouse jobs will earn the undying gratitude of pros and greatly facilitate the type of service each able pro wants to give every man and woman member, if they'll pay attention to the hitherto usually neglected design and construction problems of the pro department. The pros also need to be writing notes on what their shops should be, for reference just in case somebody suddenly does wake up to the fact that seldom does the location or design of the pro shop measure up to the rest of the service facilities of the clubhouse.

Henry A. Boury, is new mgr., Century CC (N. Y. Met district). . . Hugh R. Watkins, formerly mgr., Topeka (Kan.) CC, is new mgr., Ulen CC, Lebanon, Ind. . . Extensive remodeling is being done at the Ulen C. . . . Don R. Boyd, formerly mgr., Sieberling CC, Barberton, O., and widely known for greenkeeping work, is new mgr., Shawnee CC, Lima, O. . . Takeichiro Nakanishi, World War I, veteran, recently was presented wrist watch by members of Oahu CC, Honolulu, for his 35 years service to the club.




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You can easily sell these high quality golf shoes at attractive profit without troubles of overhead, stock, or delivery.

Just put one pair of these shoes on your counter and watch the orders pour in. They're high grade throughout. Right-weight top quality oak soles...replaceable Phillips Screw-in spikes. Send coupon below for information on our exclusive protective deal for golf pros which insures easiest and quickest earnings with no trouble or costly overhead.

NOTICE

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Stoughton, Massachusetts

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Club _____

Address _____ 6

Icely, Wilson Head, Honored by Presbyterian Degree

L. B. Icely, pres., Wilson Sporting Goods Co., received an honorary LL.D degree from Presbyterian College, Clinton, S. C., at the school's graduating exercises, May 27. William Plumer Jacobs, chairman of the college board, in conferring the degree upon Icely said:

"For many years it has been my privilege to participate in the ceremonies honoring outstanding leaders in the fields of Christian ministry, education, business and statesmanship, and I have with great



Left to right: M. W. Brown, L. B. Icely
and W. P. Jacobs.

gratification seen my Alma Mater pay well merited tributes to many of the great men of America who have labored in these fields.

"Today it is a distinct privilege to assist in honoring three additional spiritual leaders of our Church, men whose sermons have inspired their hearers and lifted our pulpits to higher realms.

"However, since I have always had more than a passing interest in the sermons which are acted in the sportsmanship unselfishness and team play of sports and recreation, I am particularly pleased to have a part in honoring an outstanding business man who is to my mind a world leader in the promotion of the ideals of sportsmanship.

"He has probably aided, counselled and inspired more budding and struggling young champions in all branches of sports and athletics than any other man in the world today. He has done more to engender in the hearts of our youth the sportsmanlike championship spirit, which is typically American, than any other man.

"Furthermore, he has probably done more to promote the growth of sports and recreation in America than any other

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handles for
**NON-SLIP
GRIPS!**

I bandage
hands for
**NO MORE
BLISTERS!**

Both the gentlemen are correct. Gauztex (*the gauze bandage that sticks to itself*) forms a perfect grip in wet weather or for sweaty hands. Used as a bandage, Gauztex protects tender fingers or hands against blisters.

Gauztex bandages or handle-wrappings will not come loose in water. No tapes or adhesives are required. Simply wrap around (with an overlap), press firmly, and the gauze will stick to itself alone. No gummy deposits remain when Gauztex is removed.

Your customers will want Gauztex, so keep a Sports Dozen or two in your shop. A bright, two-color display carton sells the individual packages for you—your regular wholesaler can supply you.

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citizen and his vast company, which he has builded, has supplied the facilities and the encouragement which are essential to the expansion of sports and recreation.

"He is a leader, a counsellor and a faithful guide of the Youth of America, as well as a business genius, and is thus doubly deserving of honor. And so:

"Lawrence Blaine Icely, outstanding business executive and leader, crusader for the ideals of unselfish sportsmanship; exponent of team play and fair play, and patron of the art of physical, moral, mental and spiritual fitness; by authority of a Charter of the State of South Carolina, and on behalf of the faculty and Board of Trustees of Presbyterian College, I confer upon you the degree of Doctor of Laws."

'Sissy' Trend Spoiling Golf, Says Course Authority

Joe Ryan, course supt., Rolling Green CC (Philadelphia district) and former pres., GSA, interviewed by Harry Robert, *Philadelphia Record* sports writer, says that by continuing the present trend golf will become a sissy game in about 10 years. "If it goes on this way it will lose a lot of what it had," Joe tells Harry in observing the situation in golf.

Ryan declared: "If this trend continues, we'll just set all the mowers at fairway length and mow everything on the property from tee to green.

"The rough of a golf course used to be just as much a part of the design and architecture as anything on it. I can name plenty of courses where if you cut all the rough there's nothing to them, but if you let the rough grow they will give a national open field as much trouble as any layout.

"We greenskeepers don't get much attention from golfers except when they want to kick about the course, but we've got as much to do with the sensational scoring today as the fellows out there breaking 70 almost every round.

"In my opinion, the two things most responsible for low scores today are better clubs to play with and better-kept courses to play. There are some outstanding golfers but there always have been. There were Vardon and Ray, then Evans and Ouimet, then came Jones and Hagen and Sarazen and now we have Byron Nelson and Ben Hogan. I don't know whether any one was comparatively better than the others but implements and courses improved.

"But the modern golfer wants to make up his rules as he goes along. I think it was a good thing with help scarce to tee

up in wartime, but it has bred laxness and I hope it won't be taken as a precedent. Now they agree on rules not to charge a stroke for a lost ball, some of them even want to tee up in the rough and by gosh, in the bunkers, too.

"There are a lot of new players in the game and they haven't much reverence for a course. They drag their feet and clubs across greens, climb the walls of traps. They don't realize the scientific knowledge required to keep a course in shape. It's not just a matter of cutting the grass.

"The same laxness is getting into caddyng. I don't believe in being tough on kids, but the caddies used to toe the mark, and if one lost a ball, he got a bawling out. Now they lie down waiting for players to tee off, they wouldn't know how to mark a ball if they did watch it, and the players pat them on the back and give them fat tips for doing a bad job.

"I think the USGA and PGA ought to stop picking at each other and both of them do something about getting golfers back to the point where they have some respect for the game—and the courses."

★ ASSOCIATED SEED GROWERS, 205 Church St., New Haven 2, Conn. have a new booklet on turf maintenance which will be sent free on request.

Golf Interest Helps Pro in Other Business

Jimmy Dangelo, former pro, now in vacuum cleaner business in Philadelphia, provides a good example of how golf interest can be successfully tied up to general business.

Dangelo instructs members of Sun Oil Co. athletic association in classes. He recently appeared before 3000 students of Olney High School and their parents at field day exercises, giving a demonstration and talk on golf. He has been signed by the Cheltenham Township Adults' school to instruct classes next fall.

These appearances have been made by Dangelo because he is keenly interested in the Philadelphia district PGA golf promotion campaign but the sideline which has developed has been many sales tips for Jimmy in his vacuum cleaner business. He says golf interest is a door-opener of unique and tremendous value.

He remarks that his experience in using golf as a promotion factor in another business has convinced him that pros' opportunities for promotion of their own business by appearances before groups every chance they can get without neglecting their club affairs, very seldom are adequately capitalized by pros.

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HARMLESS
TO
GRASS
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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.

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Federal Judge Orders Club to Rehire ExGI Pro

In a decision which golf club officials throughout the country well may study, Federal Judge Leon R. Yankwich, Los Angeles, has ordered reinstatement of a golf pro at the Montecito CC, Santa Barbara, Cal.

When the club refused to reemploy him, Raymond A. MacMillan, returned veteran and former pro at the club, resorted to court action as provided by Section 8 of the Selective Service and Training Act which pertains to reinstatement of returning veterans in their former jobs.

The club was ordered by the court, in addition to reinstatement, to give MacMillan \$150 a month compensation retroactive to last November, when the club refused re-employment.

Judge Yankwich, describing the case as the "first of this nature," ruled that "we are bidden to interpret liberally the terms" of the reemployment provisions of the Selective Service Act.

"The object of the Selective Service Act," said the judge, "was to restore the soldier to the position he left without any

'greater setback in his private pursuit or career than is avoidable.'"

Defense attorneys contended that MacMillan was an independent contractor, that he was a concessionaire because he received his remuneration from golf lesson fees and sales from a small store at the club.

Since MacMillan was required to take orders from the club's board of directors and could have been discharged at any time during his employment, the federal judge ruled that he was an employee within the meaning of the Act.

★MAY PAYS FOR NUMBERS—Wearing a number in George S. May's \$50,875 All-American Golf Tournaments at Chicago's Tam O'Shanter CC this year will mean 15.4 per cent additional prize money for the scoring pro. For example, first prize will be \$10,500 if the winner wears a number. If not, the prize will be \$9,082.50. Second major innovation this year is the elimination of the Men's Open tournament as an Open. Instead, pros and amateurs will play in separate tournaments with pros shooting at a total possible purse of \$45,600 in the All-American Professionals. As in previous years, the Women's tournament will be an Open tournament.

Simple Budget Basis of Thrifty Maintenance

By **T. T. TAYLOR**

Supt. Westchester CC, Rye, N. Y.

(At Rutgers University Greenkeepers Short Course)

GOOD BUDGETING is a well developed plan for wisely spending the money you expect to get.

There are three factors which govern the development of a good budget for a golf course. They are: (1) What standards of maintenance will the club want? (2) What expense is required to maintain these standards? (3) How much can the club afford to pay?

The course supt. is the central figure in factor 2 because he is the one who has to figure the cost of operations and is therefore responsible for the budget. The sources from which he can obtain his preliminary information are (a) the chairman of the

green committee, (b) from the auditor or bookkeeper, (c) from a check of inventory, (d) by observations on the golf course and studying each hole as a separate unit, (e) by reference to a monthly calendar of labor costs and labor distribution, (f) by reference to a monthly calendar of material expenditures.

Fortified with this information the compiling of the budget is a matter of organizing the details and drafting them into a simple, concise form for presentation of them to your Committee.

The following schedules illustrate the steps in this procedure. (In all schedules xx represents dollars and cents.)

SCHEDULE NO. 1 GOLF COURSE BUDGET

| <i>Materials</i> | <i>Greens</i> | <i>Fairways</i> | <i>Tees</i> | <i>Rough</i> | <i>Traps</i> | <i>Roads</i> | <i>Landscape</i> |
|-------------------------|---------------|-----------------|-------------|--------------|--------------|--------------|------------------|
| Top soil) | XX | XX | XX | | | | |
| Humus) | XX | | | | | | |
| Sand) | XX | | | | XX | | |
| Seed | XX | XX | XX | XX | | | |
| Fertilizer | XX | XX | XX | XX | | | |
| Fungicide | XX | | | | | | |
| Insecticide | XX | XX | XX | XX | | | |
| Weed Chemical | | XX | XX | XX | XX | | |
| Lumber: | | | | | | | |
| (a) shelters | XX | XX | XX | | | | |
| (b) bridges | | XX | | | | | |
| (c) miscellaneous | | | XX | | | | |
| Wires | | | XX | | | | |
| Flags | XX | XX | | | | | |
| Flag poles | XX | XX | | | | | |
| Cups | XX | | | | | | |
| Ball washers | | | XX | | | | |
| Ball brushes | | | XX | | | | |
| Towels | | | XX | | | | |
| Tee markers | | | XX | | | | |
| Benches | | | XX | | | | |
| Paint | XX | XX | XX | | | | |
| Sprinklers | XX | | XX | | | | |
| Hose | XX | | XX | | | | |
| (Add others) | | | | | | | |

SCHEDULE NO. 2 GOLF COURSE BUDGET

Repairs to Equipment

| <i>Materials</i> | <i>Fairway</i> | <i>Mowers</i> | | | <i>Tractors</i> | <i>Spray Rig</i> | <i>Trucks</i> | <i>Misc. Motor</i> |
|----------------------|----------------|---------------|-------------|----|-----------------|------------------|---------------|--------------------|
| | | <i>Greens</i> | <i>Hand</i> | | | | | |
| Reels | XX | XX | | | | | | |
| Bed Knives | XX | XX | XX | | | | | |
| Bearings | XX | XX | XX | XX | XX | XX | XX | |
| Bushings | XX | | XX | XX | | XX | | |
| Studs | XX | | | XX | | | | |
| Grass catchers | | XX | XX | | | | | |
| Batteries | | | | XX | | XX | | |
| Ignition parts | | | | XX | XX | XX | XX | |
| Welding | XX | | | XX | | XX | | |
| Tires | | | | XX | | XX | | |
| (Add others) | | | | | | | | |

(Requests for new equipment should be treated separately as a supplement to the budget, emphasizing all the reasons why replacements are necessary.)

SCHEDULE NO. 3 GOLF COURSE BUDGET

Small Tools and Misc. Supplies

| | | | |
|--------------------------|----|------------------------|----|
| Rakes | XX | Picks | XX |
| Shovels | XX | Grubs | XX |
| Wheelbarrows | XX | Axes | XX |
| Rope | XX | Sod lifter | XX |
| Boots | XX | Sod edging tools | XX |
| Scythe blades | XX | Chains | XX |
| Sickle blades | XX | Pulleys | XX |
| Bamboo poles | XX | Block and fall | XX |
| Ladders | XX | Pitch forks | XX |
| Brooms | XX | Spading forks | XX |
| Hole cutters | XX | Tubular tines | XX |
| Tile | XX | Gas | XX |
| Wire screen | XX | Oil | XX |
| Sod cutter | XX | Water | XX |
| Pails | XX | Electricity | XX |
| Ball washer powder | XX | Coal | XX |
| (Add others) | | | |

GOLF COURSE BUDGET
(year)

LABOR:

| | <i>Estimate</i> | <i>Actual (year)</i> | <i>Actual (previous year)</i> |
|--------------------|-----------------|----------------------|-------------------------------|
| January | XX | to be | XX |
| February | XX | filled | XX |
| March | XX | in | XX |
| April | XX | month | XX |
| May | XX | by | XX |
| June | XX | month | XX |
| July | XX | for | XX |
| August | XX | com- | XX |
| September | XX | parison | XX |
| October | XX | with | XX |
| November | XX | estimate | XX |
| December | XX | | XX..... |
| Total | XX | | XXXX.XX |

SEED:

| | | | |
|-----------------------|-----------|--|----------------|
| Lbs. Blue grass | XX | | |
| Lbs. Fescue | XX | | |
| Lbs. Bent | XX | | |
| Lbs. Red Top | XX | | |
| Lbs. Others | XX | | |
| Total | XX | | XXXX.XX |

FERTILIZER:

| | | | |
|--------------------------|-----------|--|----------------|
| Tons Fairway | XX | | |
| Tons Tees | XX | | |
| Tons Greens | XX | | |
| Tons Rough | XX | | |
| Tons Miscellaneous | XX | | |
| Total | XX | | XXXX.XX |

CHEMICALS:

| | | | |
|--------------------------|-----------|--|----------------|
| Amt. Fungicide | XX | | |
| Amt. Insecticide | XX | | |
| Amt. Weed Chemical | XX | | |
| Amt. Others | XX | | |
| Total | XX | | XXXX.XX |

SMALL TOOLS AND REPAIRS XXX.XX

GAS & OIL XXX.XX

WATER XXX.XX

ELECTRICITY XXX.XX

TOTAL **XXXX.XX**

Drainage Problems

(Continued from Page 22)

Proper Soil Structure

Most soils when dry, and especially under sod, will bear the weight of a person or of greens equipment without leaving a permanent impression. This means that the soil structure is not broken down and the pore spaces remain. But clay or silt particles become plastic and putty-like when wet and tend to flow together and fill in the pore spaces when put under added pressure. If the soil has a high enough proportion of clay and silt it will not readily assume its previous structure after being compressed. After such a soil becomes wet and compressed by play from

time to time it finally loses its porous structure entirely and dries as a compact hard mass. The comparatively large non-plastic particles in sandy soils will not fit tightly together and thus these soils retain their pore space. Organic matter will compress but as it dries will again assume its porous nature; therefore, we must reduce the percentage of plastic clay and silt particles and increase the percentage of sand and organic particles in the surface soil of the putting green.

The topsoil should be tested to learn its reaction to putting green conditions before being prepared on, or for, the surface.

A simple mechanical test to aid in finding a suitable soil is described in detail in one of the old Green Section bulletins. Briefly, it consists of mixing water with